**Photo Usage Policy for Gerrards Cross Community Association GXCA**

**Effective Date:** 11 February 2025

At Gerrards Cross Community Association GXCA ("the Charity", "we", "our"), we value the privacy and rights of the individuals who engage with our services and participate in our events. As part of our work, we may capture photographs or videos during activities, events, or other engagements, which may include individuals, groups, or children. This **Photo Usage Policy** outlines how we collect, use, store, and share photos in compliance with the **General Data Protection Regulation (GDPR)** and other relevant data protection laws.

**1. Purpose of Photo Usage**

The photos and videos we capture are used for the following purposes:

* **Promoting the Charity**: Sharing images to raise awareness about the charity’s work, events, and activities on our website, social media channels, newsletters, and other promotional materials.
* **Documenting Activities**: Capturing the spirit of the community and documenting the work we do, which may be used internally or externally for reporting, funding, and archival purposes.
* **Fundraising**: Displaying images of our events and community engagement as part of our fundraising campaigns.

We will ensure that all photos are used in ways that respect the privacy and dignity of individuals and comply with the law.

**2. Consent for Photo Usage**

In line with GDPR, we require **explicit consent** before taking and using photos that identify individuals. This consent will be sought in the following ways:

* **Event-Specific Consent**: For certain events, such as public activities or gatherings, notices may be posted at the event location informing attendees that photographs will be taken and may be used for promotional purposes. The notice will ask individuals to let the photographer know if they do not which their photograph to be taken or used in this way. By attending the event, individuals may implicitly consent to their images being captured.
* **Informed Consent Forms**: We will provide consent forms for completion if we plan to photograph children or vulnerable individuals to ensure that there is a record of agreement to the use of their image(s) for specific purposes (e.g., social media, website, promotional materials). Consent will be obtained for each event or activity where photos are taken.
* **Withdrawal of Consent**: Individuals may withdraw their consent at any time by contacting us directly. If consent is withdrawn, we will make reasonable efforts to remove the image(s) from public-facing materials such as websites or social media.

**3. Types of Photos We Use**

We may use the following types of photos:

* **Group Photos**: Images of groups at public events, gatherings, or activities.
* **Individual Photos**: Photos of individuals participating in community activities. For photographs of individuals that are posed or candid to highlight the work of the charity we would gain written consent, as above for children and vulnerable adults.
* **Children’s Photos**: We take extra care when photographing children. We will always obtain consent from a parent or guardian before using photos of children.

**4. Handling Sensitive Data**

We are committed to minimizing the use of sensitive data. Photos or videos that reveal sensitive information (e.g., health-related issues or financial status) will only be used with explicit consent and if they are essential for the purposes of the charity's work.

**5. Storage and Security of Photos**

All photos will be securely stored, either in physical files or in digital formats. We will take necessary steps to ensure that:

* Digital photos are stored on secure servers with appropriate access controls.
* Access to photos is restricted to those who need them for operational purposes, and who have received training on data protection.
* Photos will not be stored longer than necessary and will be deleted once they are no longer required for the purposes for which they were collected.

**6. Sharing and Distribution of Photos**

We may share or distribute photos in the following ways:

* **Website and Social Media**: Images may be used on our website, social media platforms, and in newsletters to promote events, activities, and fundraising campaigns.
* **Marketing Materials**: Images may be used in printed materials such as flyers, posters, or brochures.
* **External Partnerships**: Occasionally, we may share images with external partners (e.g., local media or community organisations) for promotional purposes. However, we will only do so with the prior consent of individuals featured in the images.

We will always use images responsibly and ensure that individuals’ rights to privacy are respected.

**7. Rights of Individuals**

Under GDPR, individuals have the following rights concerning their photos:

* **Right to Access**: Individuals can request a copy of any images featuring them, and we will provide this within one month of the request.
* **Right to Rectification**: If an individual believes a photo is inaccurate or should not be used, they can request that we update or remove the photo.
* **Right to Erasure**: If consent is withdrawn or the image is no longer necessary for the purposes it was collected, individuals can request the removal of their photo from our public-facing materials.
* **Right to Object**: Individuals can object to the use of their photo for specific purposes (e.g., marketing or fundraising), and we will cease using the image where there are no overriding legitimate reasons for keeping it.

**8. Photography at Events**

At certain events, photography may be part of the programme. We will make reasonable efforts to inform attendees in advance:

* **Event Notices**: Clear signage or announcements will be made at the venue to inform attendees if photography is taking place.
* **Opting Out**: Individuals who do not wish to be photographed should inform a staff member, and we will make efforts to ensure they are not included in photos.

**9. Consent for Specific Uses of Images**

In cases where photos are being used for a specific purpose (such as a fundraising campaign or media coverage), the charity will seek **additional consent** where necessary. We will inform individuals how their images will be used and ensure that consent is freely given, informed, and specific.

**10. Policy Review and Updates**

This **Photo Usage Policy** will be reviewed annually to ensure that it remains compliant with data protection laws, including GDPR, and reflects best practices in the charity sector. We will update the policy as necessary and notify individuals of any significant changes.

**Contact Us**

If you have any questions about this **Photo Usage Policy**, or if you wish to withdraw your consent or make a request about your photos, please contact us:

Gerrards Cross Community Association (GXCA)  
The Memorial Centre, 8 East Common, Gerrards Cross, Buckinghamshire SL9 7AD  
Email: [Office@gxca.org.uk](mailto:Office@gxca.org.uk)  
Phone: [01753 883759](https://www.google.com/search?q=gxca&rlz=1C1ONGR_enGB1029GB1029&oq=gxca++&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIGCAEQRRg7MgYIAhBFGEEyBggDEEUYPDIGCAQQRRg8MgYIBRBFGEHSAQgxNjI5ajBqNKgCALACAQ&sourceid=chrome&ie=UTF-8)

By engaging with our charity, attending our events, or interacting with our website, you agree to the terms outlined in this **Photo Usage Policy**.