NETTY'S FITNESS FUN

Photography & Video Policy

Policy owner	Netty's Fitness Fun
Policy date	September 2026
Review date	September 2027

1. Purpose

Netty's Fitness Fun may occasionally wish to take photographs or video recordings during children's fitness sessions to celebrate activities and, where appropriate, promote the business.

The safety, dignity and privacy of children are the priority. This policy explains when images may be taken, how permission will be obtained and how photographs and videos will be used and protected.

2. Parent/carer permission

Photographs or videos of a child will only be taken or used by Netty's Fitness Fun for promotional or publicity purposes where appropriate permission has been obtained from the child's parent/carer.

Parents/carers can choose whether or not to give photography/video permission.

A child will not be excluded from Netty's Fitness Fun or treated differently because their parent/carer has not given permission.

3. Respecting the child

Even where parent/carer permission has been given, children will be treated respectfully.

Where appropriate for their age and understanding, a child's wishes will also be taken into account. If a child clearly does not want to be photographed or recorded, Netty's Fitness Fun will respect this wherever reasonably possible.

Images will not be taken in circumstances that could cause embarrassment, distress or compromise a child's dignity.

4. How photographs and videos may be used

Where the appropriate permission has been obtained, photographs or videos may be used for agreed Netty's Fitness Fun purposes such as:

- The Netty's Fitness Fun website.
- Official Netty's Fitness Fun Facebook or Instagram accounts.
- Flyers, posters or other promotional materials.
- Celebrating activities or achievements from sessions.

Images will not be used for a substantially different purpose without considering whether further permission is required.

5. Identifying children

Netty's Fitness Fun will avoid unnecessarily identifying children in published photographs or videos.

A child's full name will not normally be published alongside their image. Personal information such as home address, school details, medical information or other private information will not be included with an image.

6. Children without photography/video permission

Netty's Fitness Fun will keep an appropriate record of photography/video permission.

Before taking photographs or videos, reasonable steps will be taken to identify children for whom permission has not been given.

Where a group photograph or recording is being taken, children without permission will be kept out of the image or positioned so that they are not identifiable.

7. Devices and storage

Photographs and videos taken on behalf of Netty's Fitness Fun will be handled responsibly.

Images will be transferred, stored and accessed using reasonable security measures and will only be retained for as long as they remain reasonably necessary for the purpose for which they were taken.

Images that are no longer required will be deleted where reasonably practicable.

8. Social media and online publication

Only photographs or videos covered by the appropriate permission will be posted on official Netty's Fitness Fun online channels.

Care will be taken when selecting images for publication. Images that could reasonably place a child at risk, reveal sensitive personal information or present a child in an inappropriate or embarrassing way will not be published.

Netty's Fitness Fun recognises that once an image is published online it may be copied or shared by other people, so particular care will be taken before publication.

9. Parents/carers taking photographs or videos

Parents/carers may occasionally wish to take photographs or videos at activities or special events.

Where this is permitted, parents/carers will be expected to respect the privacy of other children and any instructions given by Netty's Fitness Fun or the venue.

If photography or recording could compromise a child's privacy or safeguarding, parents/carers may be asked not to photograph or record, or to limit images to their own child.

10. Withdrawing permission

Where photography/video use is based on parent/carer permission, a parent/carer may contact Netty's Fitness Fun to withdraw that permission for future use.

Netty's Fitness Fun will stop making new uses of the child's image that rely on the withdrawn permission and will take reasonable steps regarding images under its control.

It may not always be possible to retrieve images that have already been printed, distributed, shared by other people or otherwise moved outside Netty’s Fitness Fun’s control.

11. Safeguarding concerns

Any concern about inappropriate photography, recording, sharing or use of a child’s image will be taken seriously.

Where the concern raises a safeguarding issue, Netty’s Fitness Fun will follow its Safeguarding Children Policy and Child Protection Policy and contact the appropriate safeguarding authority or emergency services where necessary.

12. Data protection

Photographs and videos in which a child can be identified may constitute personal information.

They will therefore be handled in accordance with the Netty’s Fitness Fun Privacy & Data Protection Policy as well as this Photography & Video Policy.

13. Review

This policy will be reviewed annually or sooner if Netty’s Fitness Fun changes the way photographs or videos are taken or used, if safeguarding or data protection guidance changes, or following a relevant incident.

Signed: _____

Name: A. Copeman-Lamoureux

Date: September 2026

Next review: September 2027