



cerebral
palsy
scotland

Photography and filming policy statement

April 2025

Purpose of this policy statement

This policy statement sets out Cerebral Palsy Scotland's approach to creating, using, sharing and storing photographs and videos of children and adults who attend our services and events. The purpose of this statement is to ensure that, when we share and use images of people who use our services, those people are protected, and that we operate in line with our values and within the law.

1. Who does this policy apply to

This policy statement applies to all staff, volunteers and other adults associated with Cerebral Palsy Scotland.

2. Why does Cerebral Palsy Scotland publicly share photos and films of our activities

Sharing photographs and films of our activities is important for Cerebral Palsy Scotland:

- It helps people understand who we are, what we do and why our services are of value to people with cerebral palsy and their families. This is critical to raising awareness of the charity, connecting with new service users and supporters, fundraising, and sustaining our services.
- Sharing photos and videos allows us to raise awareness of cerebral palsy, celebrating the people that use our services and the achievements they make at all levels.

3. Welfare, consent and safeguarding

The welfare of people taking part in our activities is paramount.

Children, their parents/carers and adults who use our services all have a right to decide whether their images are taken and how these may be used.

We recognise that consent to take images is only meaningful when people understand how the images will be used and stored, and are also made aware of the potential risks associated with the use and distribution of these images.

There are potential risks associated with sharing images of children online. More information about this is available from the [NSPCC website](#).

4. Our approach to photography and video for therapy and training purposes

During therapy sessions, it is useful for Cerebral Palsy Scotland therapists to take photographs and video recordings. This helps us to analyse movement, for example, as a basis for making treatment decisions, and allows us to provide visual information within the written report sent to the client when they complete their allocated number of sessions. Where time permits we also try to provide service users with an edited film of the most helpful parts of their therapy sessions.

Our approach to taking photos and films for therapy purposes is as follows:

1. If a person is taking part in therapy at Cerebral Palsy Scotland, we will always ask for written consent from them or, if they are under 16, their parent/carer, before taking and using an image of them.
2. We will always explain what images will be used for and how they will be stored.

Using photos and films from therapy sessions for training purposes:

1. From time to time, photos and videos taken during therapy sessions may be included in our internal or external training programmes. Internal training is for Cerebral Palsy Scotland staff. External training is for health, social care and education professionals as well as for people with cerebral palsy and their families.
2. We will always seek the express permission of the person or, if under 16, their parent/carer, to use their image in our training programmes.

5. Our approach to photography and video for use on Cerebral Palsy Scotland's social media channels, website or printed materials

Cerebral Palsy Scotland staff regularly take photos and videos of service users during therapy sessions and at our other activities and events.

Our approach to taking photos and films for public use by Cerebral Palsy Scotland is as follows:

1. If a person is taking part in therapy, or an activity taking place at Cerebral Palsy Scotland's own premises, we will always ask for written consent from them or, if they are under 16, their parent/carer, before taking and using an image of them.
2. If a person is taking part in a Cerebral Palsy Scotland activity or event away from our own premises, we will advise participants in advance in writing that:

- a. we will be taking photos and videos
 - b. participants need to inform us if they do not give consent for their image to be taken.
 - c. We will also advise participants of this orally at the beginning of an activity/event.
3. We will always explain what images will be used for and how they will be stored.

To safeguard service users' welfare, we ensure that:

1. We make it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published.
2. If we need to identify a person in a photo or video, we only use the first names of children and adults that are featured.
3. We never publish personal information about individual children and disguise any identifying information (for example the name of their school or a school uniform with a logo).
4. We reduce the risk of images being copied and used inappropriately by only taking and sharing images of children in appropriate clothing.
5. We share images that positively reflect the people that use our services.

If we hire a photographer for one of our activities or events, we will seek to keep people safe by:

1. Providing the photographer with a clear brief about appropriate content and behaviour.
2. Ensuring the photographer identifies themselves orally at the beginning of an event and/or carries obvious identification.
3. Informing people that a photographer will be at the event and ensuring they have given written or, where appropriate, oral consent for their image to be taken and shared.
4. Not allowing a photographer to have unsupervised access to children.

6. Our approach to funders using photo and video taken by Cerebral Palsy Scotland

From time to time, organisations that have provided funding to Cerebral Palsy Scotland ask us to provide images of our service users for use on their social media platforms or publications. This is so they can highlight the impact of their funding. These organisations include trusts, charities and businesses.

When we share images or videos to these organisations, we will always ensure that we gain the written consent of service users, or where appropriate their parents/carers.

7. Our approach to service users taking photos and video for personal use at Cerebral Palsy Scotland

We recognise that people take photos or videos for their personal use while attending Cerebral Palsy Scotland's services and events.

We will:

- Remind people that it is not permitted to share images of other people's children on social media
- Ask people to gain permission from Cerebral Palsy Scotland staff before sharing photographs and videos that include staff.
- Remind participants who they can talk to if they have any concerns about images being shared without consent.

8. Our approach to professionals not hired by Cerebral Palsy Scotland taking photos or video at our events

If people such as local journalists or professional photographers not hired by Cerebral Palsy Scotland wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.

They should provide:

- the name and address of the person using the camera
- the names of children they wish to take images of (if possible)
- the reason for taking the images and/or what the images will be used for
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given.

Cerebral Palsy Scotland will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.

At the event we will inform participants that an external photographer is present and ensure they are easily identifiable, for example by their wearing a coloured identification badge.

If Cerebral Palsy Scotland is concerned that someone unknown to us is taking photos or videos at our activity or event, we will ask them to leave and (depending on the nature of the concerns) follow our child protection procedures.

9. How we store images and videos of service users

We always make sure that service users understand how images will be securely stored and for how long.

We store photographs and videos of children and adults securely, in accordance with our safeguarding policy and data protection law.

If we have hard copies of images, these are stored in a locked drawer in the fundraising office.

Electronic images are stored in a specified folder on our secure server. Images will be stored for a period of five years.

In some cases, we may store images for a period longer than five years. These images are stored solely for specific clinical, training and/or research purposes.

We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

10. Related policies

This policy statement should be read alongside our organisational policies and procedures, including:

- Child protection policy
- Vulnerable adults policy

11. Contact details

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