



Policy name:	Magic Me: Photography and Video Policy
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Updated by:	
Approved by:	SLT
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Revision number	Date	Details of Change(s)
0	15/09/2025	Newly revised and significantly shortened policy.

Purpose:

This policy provides a practical framework for the use of photography, video and sound recordings within Magic Me projects and activities. It ensures the safety and well-being of all participants, particularly children, young people, and adults at risk, while enabling the organisation to ethically document and share its work.

This policy must be read in conjunction with the Magic Me Data Protection policy and applies directly to the Safeguarding Children & Young People and the Safeguarding Adults policies.

Key documents:

- [Data Protection Policy](#)
 - See also photo permission and consent forms (under data protection policy folders)
- [Safeguarding Children and Young People Policy](#)
- [Safeguarding Adults Policy](#)

Values:

Our approach to the capture and use of photography and video is guided by our core values:

- **Collaboration:** We work with participants to ensure the images we capture reflect their voice and experience.



- **Creativity:** We use photography and video as a creative tool to tell powerful stories about our projects and the people involved.
- **Inclusivity:** Our images will reflect the diverse nature of our participants and communities, showcasing the intergenerational connections we foster.
- **Thoughtfulness:** We approach every image with care, ensuring that it is taken and used in a way that is respectful and maintains the dignity of all involved.

Core principles:

The capture and use of all images must adhere to the following principles:

- **Safety first:** The welfare and dignity of all participants are paramount. No image will be taken or used in a way that could cause harm, distress, or disrespect.
- **Purpose limitation:** Images will only be used for purposes that are lawful, clear, and specific. These include documenting projects, celebrating achievements, promoting the organisation's work, and for internal training and evaluation. Full details of image use will be contained within participant consent forms.
- **Informed consent:** We will obtain informed and explicit consent from individuals (or their legal guardians) before capturing or using their images. Participants have the right to withdraw their consent at any time by contacting info@magicme.co.uk. This aligns with our commitment to person-centred safeguarding.
- **Data protection:** Images and video footage containing personal data will be handled in accordance with the UK Data Protection Act 2018 and GDPR. This includes secure storage and appropriate retention.

Group agreements and personal devices:

To ensure a safe and private environment during all sessions, the use of personal digital devices (such as phones and tablets) by participants to take photos or videos is strictly prohibited. This will be established and agreed upon as part of the group agreements at the start of all projects. Photographs will only be taken on Magic Me devices or by photographers engaged by Magic Me.

Taking and using images:

Magic Me staff and commissioned artists may take photographs and videos for approved purposes. All other individuals, including project partners, volunteers, and press, must be aware of and abide by this policy.

- **Flash photography:** The use of flash photography is prohibited unless prior notice has been given to all participants, especially due to the potential negative effects for people with conditions like epilepsy.



- Image use: Images will be used across a range of platforms including Magic Me's website, social media, printed materials, and presentations to funders. All use will be in line with the purpose for which consent was originally obtained.
- Project partner use: Authorised partners will use images taken as part of Magic Me projects for similar uses to the above. All use will be in line with the purpose for which consent was originally obtained.
- Participant use: Participants may be given copies of photographs to keep as a souvenir or record of their involvement, subject to consent and safeguarding principles.

Navigating consent in projects (filmmaking & photography):

In projects where film, video, or photography is the primary artform, Magic Me is committed to ensuring a participant's refusal of image consent does not preclude their full involvement in the creative process. Refusal of consent determines their role in the final exhibited product, but not their participation in the project itself.

Even if an individual withholds consent, non-identifiable images of the project can still be taken and used for internal records or general documentation. This includes wide-angle shots where faces are unrecognisable, or focused shots on project work, provided the participant's privacy is strictly maintained.

Responsibilities:

All staff, freelance artists, and volunteers are responsible for understanding and adhering to this policy. Any concerns regarding the use of photography or video must be reported immediately to a Designated Safeguarding Lead.

Continuous improvement of this policy:

This policy will be reviewed on an annual basis to ensure it remains effective, compliant with current best practices, and aligned with our safeguarding and data protection policies. Staff and artists are encouraged to provide feedback to help Magic Me identify any areas that may need clarification or strengthening.