



## **Photography and Video Policy**

Images of students, whether photos, videos or any other imagery, should only be taken at NCG facilities, in NCG accommodation or on NCG activities with the consent of the subject of the image.

### **Students Taking Images**

If a student takes a picture or makes a video of other students, the student taking the picture/video MUST ask any students who are in the photo/video for their consent. If a student withdraws their consent or an image was taken without their consent, the student with the image MUST delete it. Failure to do so may lead to disciplinary procedures.

### **NCG Taking Images**

#### *Brochure, website or any other marketing materials*

NCG asks all students whether they consent to their image being used for promotional purposes on their first day or pre-arrival. Students can opt in or opt out - students who would like to change their opt in or opt out status should speak to college reception.

#### *Social Media*

NCG posts images to social media to give the latest updates about what is happening in the colleges. Any member of staff taking pictures will ask anyone in frame verbally whether they consent. If consent is given verbally, the images may be used on social media regardless of consent given previously. If an image is posted on social media and the subject decides to retract consent, they need to inform NCG in writing as below.

### **Students Under 18 Years Old**

NCG will ask both student and parent for consent to use photos or videos for promotional purposes. NCG will only use the images if both student and parent consent. NCG reserves the right to ask students under 18 years old to step out of pictures if a staff member is concerned that NCG may not have consent to use the image.

### **Retracting Consent**

If NCG uses an image for promotional purposes and a student (or their parent for under 18s) wishes to retract consent, please contact us on [info@newcollegigroup.com](mailto:info@newcollegigroup.com). Please state who consent is retracted for and a precise description of where their image is used.