

MUSEUM OF THE HOME

Filming and photography policy

Policy objective

The Museum of the Home occasionally takes photographs, videos and sound recordings of events and activities for the purposes of publicity, marketing and fundraising. These may be used both internally and externally and uses can include but are not limited to our website, social media, on-site signage, and in press, funding applications, marketing and promotional materials.

If you have any queries about the guidelines set out below, please contact press@museumofthehome.org.uk

Who is covered by this policy?

This policy applies to all staff, volunteers, members of the public at the Museum when photographs are being taken.

Policy statement

- The Museum of the Home holds full copyright of the images/film and ownership is never granted to third parties.
- We alert people that photography or filming is taking place using prominently displayed signs. Signed consent forms are requested from over 18s when required by partners, or when working with communities. These consent forms explain how the images will be used and how to access our photography and filming policy.
- Anyone not wishing to be photographed can let the photographer or a member of Museum staff know.
- We do not allow photographers unsupervised access to children.
- We obtain written consent from parents/guardians for images of young people under 18. At certain events, young people aged 16-18 can sign their own consent if unaccompanied by an adult. These consent forms explain how the images will be used and how to access our photography and filming policy.
- Under no circumstances are the full name or contact details of people under 18 included in the image caption or used in the public realm.
- Consent forms are stored and disposed of in line with GDPR. We never use them for any other purposes or pass on information from them to third parties.
- All images and films are stored securely and disposed of after a maximum of seven years.
- Consent can be revoked at any time without having to give a reason. Please email press@museumofthehome.org.uk with links or screenshots of the images you don't want used and we will do all we can to remove them and not use them in the future.

Responsibilities

Leadership Team

- The Head of Communications is responsible for reviewing and updating the policy.
- Each member of the Leadership Team is responsible for ensuring that all members of their teams are aware of the policy and understand its implications for their area of work.

All Staff

- Event leads will take responsibility for implementing the Filming and Photography Policy on a day-to-day basis.
- **All staff are responsible for implementing this policy whenever photography or filming is used as part of their work.**

Review

Policy owner	Policy to be approved/ reviewed by	Regularity of review	Date issued and version number	Date of next review
Head of Communications	Leadership Team	Every 3 years	January 2024 V1	January 2027