



# Photography & Media Policy 2026/27

Updated 22 August 2026

## Purpose

Wildlings Education has updated its Photography & Media Policy for the 2026/27 academic year to reflect current UK GDPR guidance and best practice within outdoor education settings.

In previous years, photographs of children's activities, events, creations, and Forest School experiences were taken and shared with parental consent. Updated guidance now clarifies that any identifiable image of a child — including partial features such as hands, clothing, or the back of the head — requires explicit written opt-in consent.

This change ensures clarity and consistency for all families. It strengthens safeguarding practice by making sure parents understand exactly what they are consenting to and how images may be used.

Wildlings Education will:

- only take or use identifiable images of children with **explicit parental opt-in consent**
- only photograph children's creative work (e.g., artwork, craft, models) with parental opt-in consent
- continue to take **environmental photos before or after sessions** (no children present) to show families what to expect
- avoid any images that could unintentionally identify a child without consent.
- Continue to ensure that **children's voices** are respected — children will be asked for verbal agreement before any photo is taken, even when parental consent has been given
- remind parents, carers and supervising adults that they may only take photos during sessions of **their child or the child in their care** (with parental consent) and must avoid capturing other children.

Wildlings Education also uses licensed **stock images** to illustrate activities, environments, and promotional materials. These images are sourced from reputable platforms such as Canva and Webador and do not depict children or adults attending Wildlings Education sessions. All stock images are used in accordance with copyright and licensing terms.

This update does not reflect a change in values, but a commitment to following the most up-to-date legal and safeguarding guidance.

Continues next page.



## Explanation of Terms

**Identifiable image** *An image or video in which a child's identity could reasonably be recognised. This includes full facial features or any distinctive partial features such as hair style, clothing, birth marks, or other identifiable characteristics.*

**Partially identifiable image** *An image showing limited or partial features such as the back of the head, hands, feet/shoes, or clothing, where the child's identity is not clear but could potentially be inferred. These images require explicit written opt-in consent.*

**Creative work** *Any artwork, craft, model, or creation made by a child during Wildlings Education sessions. Creative work is protected by copyright law, and consent is required for its use in photographs, video, or promotional materials.*

## Consent Process

- Parents/carers provide consent via the online Participant Form at the time of booking.
- The person booking confirms they are the parent/guardian or have permission to give consent.
- Consent is requested to take and store images and video of partial features and/or creative work and for these specific uses:
  - Internal documentation (evaluation/planning records)
  - Wildlings Education website
  - Social media
  - Printed materials such as posters
- Parents/carers who do not consent to any identifiable or partially identifiable images and/or images of creative work may select "No – I do not give consent."

### Sessions/Events delivered on behalf of another organisation

- When Wildlings Education delivers sessions on behalf of another organisation, photography consent collected by the host organisation must explicitly include use by 'Wildlings Education or approved partner organisations'.
- Wildlings Education will confirm consent verbally at registration and before taking any images. Images taken under partner consent will only be used within the scope of that consent.

## Retention and Review

- Images and creative-work photos are retained for up to five years for documentation and promotional purposes.
- All media is reviewed annually and removed sooner if consent is withdrawn.

Continues next page.



## Safeguarding and Data Protection

- All images are stored securely and used in accordance with GDPR and Wildlings Education's Safeguarding Policy.
- No identifiable images will be used without explicit written opt-in consent.
- Images and video are used solely for documentation and promotional purposes related to Wildlings Education. They are never sold, licensed, or used for commercial gain.
- Parents, carers, and supervising adults may **take photos only of their own child or the child in their care, provided parental consent has been given**. They must avoid capturing other children or adults in any images or video. This ensures privacy and safeguarding for all families.

## Adult Images and Consent

- Wildlings Education may occasionally capture photographs or video that include adults, such as parents, carers, staff, or volunteers.
- Adults will always be informed when photography is taking place and may decline to be included.
- Images of adults will only be used with verbal or written consent, and never in a way that could cause embarrassment, distress, or misrepresentation.
- Where adults appear incidentally in background shots, Wildlings Education will ensure that no personal data (such as name badges, logos, or identifying details) are visible.
- Wildlings Education primarily photographs/films partial features of children (such as hands, back of head, feet/shoes, or clothing). This approach means full-face or identifiable images of adults are highly unlikely to be captured. In the rare event that a full-face image is taken unintentionally, it will be deleted immediately and will not be used or stored.
- Any identifiable adult image used for promotional purposes will have explicit consent recorded.

## Withdrawal of Consent

Parents/carers may withdraw consent at any time by emailing: [info@wildlings-education.co.uk](mailto:info@wildlings-education.co.uk).

- Once consent is withdrawn, no further identifiable images will be captured or used.
- Images or video already published on Wildlings Education's social media, website, or printed materials before consent was withdrawn may remain visible in those locations or in third-party shares (for example, if posts have been shared by other users or groups). Wildlings Education cannot guarantee removal from external platforms or printed materials already distributed.
- If a parent or carer changes their consent choice on a later Participant Form (for example, giving consent one term and declining the next), this change applies only to future sessions. It does not withdraw consent for images or creative work already captured and used under previous consent.
- Where possible, Wildlings Education will remove or archive previously used images from its own online platforms upon request.

## Contact

For questions or to withdraw consent: [info@wildlings-education.co.uk](mailto:info@wildlings-education.co.uk)

Updated 23 August 2026 - Reviewed Annually

Wildlings Education, Friars Mill, Bath Lane, Leicester LE3 5BJ