

Music Mark image capture and usage policy

(Photography, filming, online events)

This Policy and Guidance explains what steps need to be taken when Music Mark obtains images for its own use and when films or photographs are taken as part of Music Mark activity by others.

For the avoidance of doubt, this Policy and Guidance applies to cameras, mobile phones, videos and any other equipment capable of recording images. Any reference to photographs and photography should be interpreted as including filming.

Music Mark recognises that taking photographs and using video recording equipment is part of daily life. It does not wish to prevent individuals from taking photographs for personal use. However, Music Mark also appreciates that individuals participating in their events do not expect to be photographed or filmed by others, particularly when their image could be published on the internet or used for commercial or publicity purposes.

Music Mark regularly uses photographs to capture a record of activity and for publication including but not limited to documents such as the annual report, the Music mark website and social media platforms, promotional and marketing content, Music Mark website resources. The Data Protection Act will apply where the photographs are taken for official use and stored with personal details such as names and addresses, or individuals are identifiable by their image. This Policy and Guidance advises what steps are needed to take to ensure compliance with the Act.

Images are either electronic or in the form of photographic prints and photography typically coming from these sources:

1. Taken by a member of staff with a Music Mark camera;
2. Taken by a commissioned freelance photographer or videographer; or
3. Submitted by a third party, for example a member of staff using their own equipment or staff from a partner organisation;
4. Recorded as part of an online event.

It is not always practical to obtain permission of individuals being photographed at events therefore Music Mark will take the following steps to ensure participants are aware that photography will be taking place, and their images may be captured:

- Included in terms and conditions at the point of registration;

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- Identified in communications including but not limited to delegate and speaker emails and newsletters, notice on relevant webpages and via signage at the event;
- Ensure official photographers and Music Mark staff are identifiable.

This will enable any person who does not wish to be photographed or filmed the opportunity of taking steps to avoid being photographed or filmed. Providing Music Mark takes practical steps to make the public aware a photographer is on site; individuals are deemed to have given their consent by remaining at the event or location in which photographs are being taken.

Employees and visitors who have concerns about any photography taking place at an event should refer their concerns to an onsite Music Mark representative who will take appropriate action.

Music Mark will commit to:

- Implement reasonable steps to avoid image capture of anyone who has requested that they are not included in photographs and video.
- Including reference in delegate communication to request that all event attendees and participants are respectful of others in attendance e.g. ‘you are welcome to take your own photos of the event and would love you to tag Music Mark but please be respectful of your colleagues and only include them if you have permission or they cannot be identified’.

The following steps will be taken to manage requests to not be included in photography:

- Advise delegates to make Music Mark aware in advance of, or on the day of the event during registration.
- Official photographer / film crew to be introduced to anyone who doesn’t want to be included in photographs / video. Ideally set a time during registration for this to take place.
- If there are breakout sessions, check which people plan to attend so that the photographer is aware to be cautious (and to help with identifying sessions without any restrictions).
- As much as possible, take photos of large groups from the back so that faces aren’t identifiable, or people are obscured / out of focus and obtain verbal permission where this is not possible.
- Do not draw attention to people who have opted out of photographs.
- Photographers in an official capacity to be identifiable by a badge / lanyard / uniform.

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Music Mark staff taking photographs will be briefed and ensure they comply with the above process. Images to be uploaded onto Music Mark systems and deleted from personal devices as soon as possible.

Retention / use of images will be in line with the Music Mark data policy and GDPR regulation.

Where individuals are being captured and are identifiable, the photographer / videographer should obtain either verbal or written permission if possible. **Anyone under the age of 18 will be asked to sign a consent form where this is taking place, and anyone under the age of 16 must have a consent form signed by a parent or legal guardian.**

Online events

Music Mark programming delivered online will run as either a meeting or a webinar. These are sometimes recorded to be made available on the Music Mark website as a resource, when this is due to take place there will be a notification on the call to advise that it is being recorded. Speakers / presenters will be asked to give their consent in advance to record and share footage.

In most cases, attendees will not be included in the recording. However, if the session includes an open discussion, attendees will be advised to turn their cameras off and share comments and questions in the chat if they do not wish to be recorded.