



PHOTOGRAPHY, VIDEO & MEDIA POLICY

VERSION 2 | SEPTEMBER 2026

Thinking Futures, including Kidz Like Us programmes and activities



Photography, Video and Media Policy

Effective Date: 01 September 2026

1. Purpose

Thinking Futures recognises that photographs, video and other media can provide a valuable way of celebrating activities, recording achievements and sharing the work of Thinking Futures and its programmes.

We also recognise our responsibility to protect the privacy, dignity and safety of participants, particularly children and young people.

This policy explains how photography, video and other media will be managed across Thinking Futures services, including Kidz Like Us clubs, activities, events and residential programmes.

This policy should be read alongside our Safeguarding Policy, Privacy Policy and Terms & Conditions and Booking Terms.

2. Our Principles

Thinking Futures will seek to ensure that photography, video and media are used safely, respectfully and appropriately.

In particular:

- participation in photography or promotional media is voluntary;
- consent to photography or promotional use is not a condition of participation;
- the wishes and dignity of children and young people will be respected;
- images will not knowingly be used in a way that could cause embarrassment, distress or harm;
- safeguarding considerations will take priority over promotional or marketing purposes.

3. Consent

Where identifiable photographs or recordings of children or young people are intended for promotional, website, social media or other public-facing purposes, appropriate consent will be obtained from their parent or carer.

Where appropriate, we will also seek the agreement of the child or young person themselves.

Consent may distinguish between different uses, where appropriate, such as photography, video, website use, social media or promotional materials.

A decision not to provide consent will not disadvantage a participant or prevent them from taking part in a Thinking Futures or Kidz Like Us programme.

4. The Wishes of Children and Young People

Parental consent does not mean that a child or young person must participate in photography.

Where a child or young person indicates that they do not want to be photographed or recorded, their wishes will normally be respected even where parental consent has previously been provided.

Participants will not be pressured to appear in photographs, videos or promotional materials.

Where practicable, young people will be told when photography or filming is taking place and why.

5. Participants Without Photography Consent

Thinking Futures will take reasonable steps to identify participants for whom photography or media consent has not been provided.

Arrangements will be made, where practicable, to enable those participants to continue participating fully in activities without being included in identifiable promotional photographs or recordings.

We will seek to manage this sensitively so that children and young people are not unnecessarily singled out or excluded from activities.

6. Taking and Selecting Images

Photographs and recordings should focus on activities, participation and achievements and should be appropriate to the context in which they are taken.

Thinking Futures will not knowingly publish images that are likely to:

- present a child or young person in a demeaning, embarrassing or inappropriate way;
- reveal sensitive personal information;
- create an unnecessary safeguarding risk; or
- be inconsistent with the purpose for which consent was obtained.

Particular care will be taken when selecting images involving children and young people.

7. Websites, Social Media and Promotional Materials

Thinking Futures may use appropriately consented photographs or video on its website, social media channels, printed materials or other promotional communications.

We will consider the amount of identifying information published alongside images and avoid unnecessarily combining images of children or young people with personal information.

Images will only be used for purposes that are consistent with the consent obtained.

8. Parents, Carers, Visitors and Participants

Parents, carers, visitors and participants must respect the privacy of other people attending Thinking Futures activities.

They should not photograph, film or share identifiable images of other children or young people without appropriate permission.



Where photography by families or visitors is permitted at an event, Thinking Futures may provide additional guidance or restrictions to protect participants.

Thinking Futures may ask an individual to stop photographing or filming where this creates a safeguarding, privacy or participation concern.

9. Staff, Contractors and Personal Devices

Photography or recording undertaken on behalf of Thinking Futures should use appropriate devices and arrangements authorised by Thinking Futures.

Images of children and young people should not be retained unnecessarily on personal devices.

Where a personal device must exceptionally be used for an authorised purpose, images should be transferred to an appropriate Thinking Futures storage location and removed from the personal device as soon as reasonably practicable.

10. Storage, Access and Retention

Photographs and recordings will be handled in accordance with the Thinking Futures Privacy Policy and appropriate data protection requirements.

Access to stored images and recordings will be limited as appropriate to their purpose.

Images will not be retained indefinitely simply because consent was originally provided. Thinking Futures will periodically review stored media and remove material that is no longer required or appropriate to retain.

11. Withdrawal of Consent

Consent for future use of identifiable photographs or recordings may be withdrawn by contacting Thinking Futures.

Thinking Futures will take reasonable steps to stop future use and remove material from channels under its control where appropriate.

It may not always be possible to retrieve material that has already been printed, distributed or shared outside Thinking Futures' control.

Withdrawal of photography or media consent will not affect a participant's ability to continue using Thinking Futures services.

12. Safeguarding

Any concern about the taking, possession, use or sharing of an image or recording involving a child or young person will be considered in accordance with the Thinking Futures Safeguarding Policy.

Where an image or recording raises a safeguarding concern, safeguarding responsibilities will take priority over ordinary media or consent arrangements.

13. Concerns and Complaints

Anyone with a concern about photography, filming or media use by Thinking Futures should contact us.

Complaints will be handled in accordance with the Thinking Futures Complaints Policy.

14. Contact Us

Thinking Futures

Email: sarah@thinking-futures.com

Website: www.thinking-futures.com

Document control

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Version: 2

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Policy owner: Sarah Jones, Thinking Futures

Review: At least annually, or sooner where required