



Media Consent Policy 2023-25

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1. Introduction
 - 1.1 NMITE produces a range of published materials and online information.
 - 1.2 NMITE values the contribution and energy that students and staff make; having the ability to harness this via imagery enhances our marketing presence, inspiring future cohorts of engineers and staff to join our NMITE community.
 - 1.3 Photographs and film/video images of people are considered to be personal data and are covered by data protection legislation (General Data Protection Regulation (GDPR)).
 - 1.4 This policy outlines the legal position of taking, storing, and reproducing images under GDPR legislation, circumstances in which consent is required and how we manage that consent.



2. Scope

- 2.1 This policy is intended to cover staff, and all students who are undertaking a learning programme at NMITE.
- 2.2 The legal basis in which NMITE collect and use photographs and recordings must have a legal basis; this may be 'legitimate interest', 'consent' or 'contractual obligation'.
- 2.3 This Policy does not apply when recording student assessment.

3. Is an image or recording Personal Data?

- 3.1 Personal data – is any information that can be used to identify a living individual directly or indirectly and that relates to them.
- 3.2 Sensitive personal data (known as Special Category Data) – concerns the subject's race, ethnicity, politics, religion, trade union status, health, sex life or criminal record.
- 3.3 Where an image is clearly of an individual or group of individuals, who are the focus of the image, it will be personal data (they don't have to be named in the caption).
- 3.4 Where an image does not focus on an individual or group of individuals, the data is unlikely to be personal data.

4. Consent

- 4.1 Consent must be specific and given freely. The consent form for students and staff can be found in [Appendix 1](#).
- 4.2 When using images or recordings of people, where any individuals feature prominently and are clearly identifiable, a consent form must be signed by those individuals giving their permission for any images in which they appear.
- 4.3 The consent form must state clearly what the use of the image(s) will be.
- 4.4 Images of children and young people under the age of 16 require the consent of a parent or guardian and special care. Images of children and young people aged between 16-18 can be obtained directly from them. The consent form for Children and young people can be found at Appendix 2.
- 4.5 It may not be appropriate to ask VIPs to complete consent forms. In these circumstances, it should be sufficient to obtain verbal consent, however,



a written note must be made as NMITE is required to hold a record of consent.

- 4.6 Consent for photos must be separate from other terms and conditions. (e.g. signing up for an event)
- 4.7 A consent form is not necessary in the following circumstances:
- i. where there is a large group of individuals e.g. at a conference or an event. It is usually sufficient to notify those in attendance that photography or filming will be taking place either verbally or with a notice clearly visible, and those who do not wish to be in a photograph or recording can opt out.
 - ii. where there is a large group of people or people who appear incidentally in the background who could not be clearly identified.
 - iii. Photographs are taken/provided by staff and students for identification purposes, as part of the NMITE's contract with them to ensure their safety and security.

5. Withdrawal of Consent

- 5.1 People who have given consent can withdraw that consent at any time.
- 5.2 Withdrawal of consent needs to be done in writing; for students to information@nmite.ac.uk; and for staff to hr@nmite.ac.uk
- 5.3 If a person withdraws consent, then no additional use will be made of images in which they are identifiable; however, unless there are exceptional circumstances, NMITE will not be able to withdraw the use of printed or digital materials that are already produced. Exceptional circumstances could include privacy concerns, sensitive personal situations, and unforeseen negative consequences.

6. Internal Photographers

- 6.1 Staff and students who are taking photos for NMITE use must do so within the requirements of this policy.
- 6.2 Staff taking photos off-site of NMITE-hosted or attended events must follow the consenting process of the host organisation.
- 6.3 Any images published or posted on NMITE platforms (e.g. websites, social media channels) must have consent in line with Section 4 of this policy.



- 6.4 Photographs taken of NMITE activities may be taken on personal equipment, however, must not be used for personal purposes. They may be shared on NMITE platforms in line with 5.2 and/or with the Marketing Department and must then be deleted from personal devices.
- 6.5 NMITE owns the intellectual property (IP) of photos taken by staff during their employment and using NMITE equipment.
7. External Photographers
- 7.1 External photographers contracted by NMITE are data processors are acting on our instruction. They are made aware of NMITE procedure for gaining consent and their obligations as a data processor.
- 7.2 The contract with an external photographer assigns the production of images by NMITE but allows the photographer to retain copyright.
- 7.3 External photographers will be provided with information of any student or member of staff who has not consented and, therefore must not be included in an image in which they can be identified.
8. External partners and voluntary organisations
- 8.1 From time to time, external visiting partners or representatives from voluntary organisations may request to take photos of staff and/or students for their own social media purposes. They must request authorisation to do this from the member of staff hosting their visit.
- 8.2 In these circumstances, if the taking of photos is authorised, it must be made clear the intended use of the images and students/staff must be offered the option to opt-in.
9. Usage and production of images
- 9.1 Images/recordings may appear within NMITE buildings, publications, for example, printed materials or external reports/submissions, the NMITE website and other social media channels.
- 9.2 Staff and students are made aware via this policy that any images used on the website can be viewed throughout the world and not just in the United Kingdom and that some overseas countries may not provide the same level of protection to the rights of individuals as the EU/UK legislation provides.



9.3 Redistributing imagery on social media platforms will be done in adherence to the terms and conditions of each social media channel. Responsible redistribution of imagery is integral to NMITE's commitment to ethical and legal content usage. By obtaining and maintaining proper permissions and adhering to platform guidelines, we ensure that the images we share are used in a respectful and compliant manner. This practice reflects NMITE's dedication to upholding high ethical standards and promoting a positive online presence.

10. Storage

10.1 Images will be stored securely indefinitely or until consent is withdrawn in line with our data retention policy and schedule.

10.2 Consent forms will be scanned and stored in a secure NMITE database with restricted access.

10.3 If a person has concerns about the use of their image, they can raise this with the NMITE Data Protection Officer – DPO@nmite.ac.uk

10.4 A person has the right to lodge a complaint against NMITE data protection issues with the Information Commissioner's Office ico.org.uk/concerns.



Appendix 1 – NMITE photography and video recording consent form

Throughout the year NMITE takes photos and videos of day-to-day activities, special events/occasions and during external visits. These images/recordings may appear within NMITE buildings, publications, for example, printed materials or external reports/submissions, the NMITE website and other social media channels.

We value the contribution and energy that students make and having the ability to harness that via imagery enhances our marketing presence and inspiring future cohorts of engineers to join our NMITE community.

By completing this form, you are agreeing that you have read and understood the Media Consent Policy and that you are providing instruction as to your preferences if you would/would not like to appear in our marketing imagery.

Name:

Student Number:

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I give my permission that I can feature in photography/video that might be used in (but is not limited to) printed and online publicity, social media, press releases and funding applications. *Please note points 1-5 below and complete the signature/date box)*

I do not give my permission for any photography/video to be taken of me or featuring me and used by NMITE. *Please note point 4 below and complete the signature/date box)*

1. I hereby give my consent to enable NMITE to use photographs taken, and any video footage featuring me, within NMITE's printed materials and other NMITE promotional literature (including website/social media).
2. I am aware that NMITE will not publish my name alongside any photography/recordings unless I have provided my explicit consent on a case-by-case basis. NMITE operates under the principle that no monetary compensation or royalties will be provided to individuals whose images or likenesses are used in any form of media unless such arrangements have been explicitly agreed upon and formalised through a contractual agreement.



3. I understand that NMITE is not obliged to provide any copies of photographs or recorded material to the contributor.
4. I understand that this form provides my preference for non-consent/consent until such a time that I wish to change this decision and I am aware that I need to provide this information in writing to; for students – information@nmite.ac.uk or for staff – hr@nmite.ac.uk
5. I understand that if I subsequently withdraw consent after previously giving it, it means that no additional use will be made of images of which I am included; however, I am aware that unless there are exceptional circumstances, NMITE will not be able to withdraw the use of printed or digital materials that are already produced.

Signature:

Date:

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Appendix 2– NMITE photography / recording consent form for children and young people - for children and young people aged 16-18 years of age.

NMITE takes photos and videos of outreach activities and events. These images/recordings may appear within NMITE buildings, publications, for example, printed materials or external reports/submissions, the NMITE website and other social media channels.

We would be grateful if you would complete this form to give us permission to take photos and/or videos during the following event:

Details of event to be added:

Event details:

Host/venue address:

Host/Venue contact name:

Host/venue contact details – phone/email address:

Date:

The following conditions apply:

1. Images or video content will be used for marketing, publicity, fundraising or other purposes to help achieve NMITE's aims. This might include (but not limited to) the right to use them in printed and online publicity, social media, press releases and funding applications.
2. If we use images of individuals, we will not use any names in the accompanying text or photo caption unless agreed (for example, an obtained quote).

Name:	
Signature:	
Date	



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Summary of changes made to this version	