

Dream for Trees

Photography and Image Use Policy

Charity no. 1194456 | dreamfortrees.com

Date approved by Board: [DATE]

Next review date: [DATE]

Purpose

Dream for Trees takes photographs and video at planting days and events to document our work, share our impact, and engage supporters. This policy sets out how we take, store and use images, and how we obtain and manage consent, particularly where children are present.

Scope

This policy applies to all photography and video taken at Dream for Trees events, including school and community planting days, by staff, volunteers, contractors or partner organisations.

Children

We never photograph or film children without the prior written consent of a parent or guardian. At school planting days, we work with the school to ensure consent has been obtained through the school's own consent process before the event. Where a school confirms that not all children have given consent, those children will not be photographed.

Children – use of images

Images of children will never be used in a way that could identify them by name, location, or school without explicit additional consent. We will not use images of children on social media in a way that could compromise their safety.

Adults and volunteers

Adults attending planting days are informed at registration that photography will take place. Anyone who does not wish to be photographed should inform a member of the Dream for Trees team and we will ensure they are not included in any images used publicly.

How we use images

Images may be used for our website and social media, press releases, funder reports, and printed materials. We will not sell images to third parties or use them for commercial advertising without additional specific consent.

Storage and retention

Images are stored securely on Dream for Trees' Google Workspace, with access restricted to staff and trustees. We review our image library periodically and delete

images that are no longer needed or where consent has been withdrawn.

Withdrawing consent

Consent can be withdrawn at any time. If you would like an image of yourself or your child removed from our website, social media or other materials, please contact us and we will act promptly.

Responsibilities

The Director is responsible for ensuring this policy is followed at all events. Any volunteer or contractor taking photographs on behalf of Dream for Trees must be briefed on this policy beforehand.