

Challenge 26 – Digital Media Policy

Owner: Challenge 26 Support Services Lead

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Applies to: all adults, leaders, staff, contractors and visitors

Purpose: outlines the guidelines and procedures that all members, volunteers, and participants of Challenge 26 must adhere to when capturing, sharing and using photographs and videos. The policy aims to ensure the safety, privacy and respect of all the individuals involved while promoting the positive use of photographs to celebrate and promote the Scouting experience.

The purpose of the policy is to:

- a) Protect the safety and privacy of all members and participants in Challenge 26.
- b) Ensure compliance with Data protection laws, safeguarding guidelines and recommendations from The Scout Association.
- c) Control the use and distribution of photographs and videos taken during Challenge 26.
- d) Encourage the responsible and positive use of photographs and videos for promotional purposes.

1) Consent and Challenge 26 Permissions

When a member attends Challenge 26, they will be asked to give consent or withhold consent on a digital consent form. These forms must be returned prior to the start of the event. The information from the forms will then be stored in digital form in line with our data protection policy. This consent will be obtained from either the member themselves (if over the age of 18) or from their parent / guardian (if under the age of 18).

Central Yorkshire Scout County have no control over the publication of photos and videos taken by other members of the County or the public and as such this consent only applies to the publication of assets by Central Yorkshire Scout County.

2) Withdrawal of Consent

Should circumstances change, Individuals or their parent / guardian have the right to withdraw their consent. In such cases, all efforts will be made to remove any assets on public platforms containing the subject.

3) External Media Consent

If media captured is going to be used outside of the county, then we will seek specific consent for sharing of this media through a 'Model Release Form'. This is when media will be used but not limited to the following circumstances;

- Social media
- Local Newspapers / Magazines
- Local TV / Radio outlets
- Advertising / Promotional
- Other external media coverage

When members of the press are present at an event, they will be accompanied at all times by a member of the event or activity staff/leader team.

Guidelines

1) Safeguarding

All photographs, videos and digital media will follow the latest County's Safeguarding policy in place at the time of publication. All assets taken and published during our activities will be appropriate, respectful and aligned with the values of Scouting. We'll avoid capturing or using images that could be considered offensive, inappropriate or compromising. In line with our values, all media will refrain from capturing or sharing photographs that reveal personal information or sensitive details. This includes releasing full names with single photos. Individual first names may be used in group photos but is highly discouraged.

2) Consent Withdrawn

If consent has not been granted for a member, then there is a need for them to be identified and made known to members of the County team, event management team and Media team. During the signup phase, it asks for the parent / guardian to send an email to the Admin team for this purpose.

This must be done one week prior to Challenge 26.

Young People should also never need to be consciously made to feel excluded. This could take place in several different means and is not limited to.

- Confirm with the parent / guardian that the young person is aware of the consent decisions
- Don't take photographs of an entire group and exclude one person, take photographs in smaller groups so that attention isn't drawn to the young person who cannot be in photographs
- Consider splitting the activity group into two and the photographer can photograph the group where everyone has given consent across all activities.
- The wearing of a Smiley face necker at all times to make them more visible and avoidable.
- Providing a photo (ideally taken on each morning of an event) showing their look and clothes choice

3) Use of Drones

Drones can only be used and operated by members of the County Team, Event Management Team or Media Team. When in use, they will be operated in line with our Operating Policy and Risk Assessments.

4) Storing of Media

Storing of Media All media taken by our teams will be stored securely in line with our data protection policies. All 'finished' media include photos and videos will be securely stored on our County Media Sharepoint site. This is protected by usernames and passwords, with only members of the county team having access and are organised by year and event.

Consent Form Wording

During Challenge 26, members of our Media team, other members of the Scout Association and members of the public may be taking still and moving pictures which may include ones in which individuals are identifiable.

Pictures used by Central Yorkshire Scout County outside of Challenge 26 will only be used in accordance with Scout Association guidelines. Pictures taken by our Media team may be used during and after the event/activity in Central Yorkshire Scout or The Scout Association publications, and in local newspapers, on websites or in other media channels. Local newspapers and TV stations may also attend events/activities to provide external media coverage and members of the press will be accompanied at all times by a member of the event or activity staff/leader team.

We will seek your specific permission if we wish to use your child's picture in any printed promotional or advertising material and social media.

We will seek your specific permission if we wish to use small group or individual pictures containing your child in any printed promotional or advertising material and social media.

Anyone attending Challenge 26 or giving permission for their child/ward to attend Challenge 26 should note that attendance at the event or activity signifies their consent for pictures of themselves/their child to be used in line with the above policy.

If you have specific concerns in this regard, please contact the Media team at least 1 week prior to the event by emailing challenge26@cycscouts.org.uk.

We cannot be responsible and have no control for any photographs or videos taken by persons outside the Media team.

Notes to Policy Publication

Locations When we do capture photo or video, they could be published in a number of locations.

- Central Yorkshire Scouts Website (cycscouts.org.uk)
- Challenge Camp Website (challengecamp.co.uk)
- Facebook, Instagram and X (formerly Twitter) channels
- TikTok
- Central Yorkshire Sharepoint – internal to county team, exec – archive of all photos and videos

Reporting Concerns

There are two routes to reporting concerns depending upon the nature of the concern.

- Safeguarding– Any concerns around Safeguarding must be reported directly to HQ as well as being brought to the attention of the County Lead Volunteer and/or event leader.
- Locally – During Challenge 26, it's best to report any concerns to the County Lead Volunteer or Deputy Event lead.