



Abitas Group

Photography Policy

1. About us

Abitas Group comprises several associations and subsidiaries specialising in safeguarding, wellbeing and inclusion. Together, we serve 4,500 individuals and organisations in 50 countries. Find out more at abitasgroup.com.

Abitas Group supports young people, adults and organisations to be safe, well and included.

2. This policy

Abitas Group takes the safeguarding, privacy, and data protection of individuals seriously. As a person may be identified or identifiable by their image, the collection and use of photographs where this may be the case is governed by data protection law.

To commit to the highest standards of safeguarding and data protection, Abitas Group complies with a strict photography policy. This policy is intended to provide information to staff, pupils and parents, carers or guardians (referred to in this policy as “parents”) at Abitas Group member schools about how their images are normally used by the Abitas Group. It also covers the Abitas Group’s approach to the use of images of attendees at Abitas Group events (including those held virtually).

It should be read together with: (a) any other information Abitas Group may provide about a particular use of images, and (b) more general information about our use of personal data, e.g., in Abitas Group’s privacy notice.

3. Permission

Abitas Group will seek permission or have a member school seek permission on Abitas Group’s behalf (see appendix 1), from the individual (if over 12 years) or their parent (if under 12 years) before a photo of the individual can be taken or used.

Under ordinary circumstances, full names of individuals will not be linked with an image. This is strictly applied in relation to images of children for safeguarding reasons, unless consent is given otherwise. Where an individual’s name is integral to the story (for example award presentations), Abitas Group places the onus on the member school/organisation to gain consent from the individual before publication.

For images taken by a Abitas Group representative at an event, all attendees will be asked before the event if they consent to having their photos taken, and a photo consent form will be provided. Abitas Group will collect completed consent forms and check them before any photographs are taken.

This consent remains “live” unless revoked by the individual or their parent as appropriate. Consent can easily be withdrawn by emailing info@abitasgroup.com.

In cases where consent is withdrawn, online photos and stories will be removed as far as possible. Photos and stories that have been used in print publications cannot be removed once printed but will not be included in any reprint of the publication.

For images where individuals are not easily distinguished (such as photos taken from a distance or at the back of a room, where no faces/identifiable features are visible), no permission will be sought. These images do not amount to personal data and consent is not needed.

The Abitas Group photography consent form can be obtained [here](#), or by emailing info@abitasgroup.com.

4. Online and social media use

Abitas Group publishes photos online from four sources:

- images provided as part of a press release from a member school for promotion via BSAG websites
- images provided to or taken by Abitas Group when attending member school events, and
- reposts of member school/organisation images as part of our commitment to promote the benefits of boarding education
- images used in our online publications, including BSA Magazine and Their Future.

For images taken by Abitas Group, all individuals (including parents and pupils) will be made aware that photos will be taken on the day, and member schools will be provided with BSAG photo consent form to distribute to parents and pupils. Images may be posted on the internet including, but not limited to, Abitas Group's Facebook, Instagram, LinkedIn, YouTube and other social media and online accounts.

For images shared with Abitas Group by our members, Abitas Group will repost those from schools that have provided pupils at the start of the academic year with a photo consent form which includes consent for third party use, or have provided students with a consent form for that particular image.

5. Video recordings

Abitas Group makes recordings of webinars and virtual training sessions in order to distribute these to attendees and other member schools for training and learning purposes. Attendees are informed of this prior to the session.

6. Photo security

Abitas Group takes appropriate technical and organisational security measures to ensure that images held are kept securely on its systems and protected from loss or misuse. Abitas will take reasonable steps to ensure that members of staff only have access to images of pupils of member schools where it is necessary for them to do so.

All Abitas Group staff are given guidance on the importance of ensuring that images of individuals (particularly pupils) are made and used responsibly, only for Abitas Group purposes, and in accordance with the law and this policy (and related policies and notices).

7. Photo retention

Photos provided to the Abitas Group by member schools for use in all Abitas Group marketing materials, in both print and digital formats, as well as for use on our websites and social media channels, will be retained within Abitas Group records.

Abitas Group does not share photos with third parties. Where an image is to be reused in a different context and prior permission has not been obtained, Abitas Group will contact the relevant school to seek approval.

Images may be used across Abitas Group platforms, including websites, social media, and printed and online publications, as part of our ongoing promotion of member schools.

We retain images on file; however, if an individual, parent, or school would like an image to be removed from our records or deleted from any platform, they should contact us by email at info@abitasgroup.com, and we will process the request accordingly. Please note that while we will take reasonable steps to remove images from our records and digital platforms, we are unable to recall or amend materials that have already been printed and distributed.

Images reposted on social media will remain as part of the profile indefinitely. If an individual wishes for their images to be removed, they should email their request to info@abitasgroup.com.

We hope you will feel able to support the Abitas Group in using images to celebrate and promote the work and achievements of the Abitas Group and its member schools.

Appendix 1

For schools:

Please include the below within photography consent forms

I consent for my/my child's photo to be used by third party organisations (including the Abitas Group), which support and promote the school, through the re-publication of media releases provided by the school in printed and online publications and social media platforms. I am aware that I can ask the school what third party organisations have republished the photo and can withdraw my consent at any time in the future (circle appropriate):

Yes / No