

# Photography, Video, and Audio Recording Policy

## **Mission, Vision and Values**

### **Mission**

Progressing lives through pioneering education.

### **Vision**

Empowering people to unlock their full potential and achieve lasting success.

### **Values**

Care

Expertise

Innovation

Accountability

## **Values**



**Care**



**Expertise**



**Innovation**



**Accountability**

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## 1. Introduction

Busy Bees Education and Training (BBET) is committed to safeguarding the welfare, privacy, and dignity of all learners, employees, partners, and visitors. This policy sets out how BBET manages the taking, use, storage, and retention of photographs, video, and audio recordings in a lawful, ethical, and transparent manner.

BBET recognises that photographic, video, and audio recordings can support assessment, learning, evidence gathering, celebration of achievement, marketing, and organisational reporting. At the same time, BBET acknowledges that such recordings can identify individuals and must be managed with appropriate consent and security safeguards.

## 2. Scope

This policy applies to all:

- Photographs, video and audio recordings captured by or on behalf of BBET
- Recordings used for assessment, evidence, marketing, promotion, events, websites, and social media
- Staff, learners, employers, visitors, and external partners involved in BBET activity
- Recordings used internally and shared with recognised external partners such as Awarding Organisations and External Quality Assurance bodies

## 3. Legal and Regulatory Framework

This policy is informed by relevant legislation and standards, including:

- UK Data Protection Act and GDPR principles
- Safeguarding and child protection requirements
- Awarding Organisation and EPAO requirements on evidence and assessment
- Department for Education apprenticeship funding rules and Ofsted expectations

## 4. Related Policies

This policy should be considered in conjunction with BBET's other policies and procedures including:

- Data Protection & Privacy Policy
- Safeguarding Policy
- External Speakers and Freedom of Speech Policy

## 5. Definitions

**Photographic Recording:** All still images captured digitally or in print.

**Video Recording:** Moving image recordings captured digitally, via camera, mobile device, or conferencing software.

**Audio Recording:** Sound recordings captured during assessment, lessons, interviews, meetings, or events.

**Consent:** Clear permission provided by an individual, or where appropriate a parent/guardian, for the use of their image or voice in recordings for specified purposes.

## 6. Purposes and Use of Recordings

BBET may capture and use photographs, video, and audio recordings for the following purposes:

- **Assessment and Evidence:** To document learner progress and competency for internal and external verification.
- **Internal Sharing of Evidence:** Between coaches, quality assurance teams, and relevant partners.
- **Marketing and Promotion:** Including printed materials, events, website and social media.
- **Communication:** With learners, employers, parents/carers and partners.
- **Archival and Reporting:** Where required for audit, compliance, or organisational reporting.

For each purpose, BBET seeks specific consent and ensures recordings are used only for the purpose agreed.

## 7. Consent

BBET will obtain clear consent from learners, employees, or individuals being recorded before using their image, video, or audio for any of the reasons above, especially where recordings are used outside routine assessment or internal systems.

- Consent may be obtained via written forms, electronic declarations, e-portfolio entries, or email confirmation.
- Individuals can withdraw consent at any time.
  - If consent is withdrawn for learning evidence this may affect assessment documentation required by awarding bodies.
  - If consent is withdrawn for marketing or publication, BBET will remove images where possible but cannot always guarantee removal from external systems or third party retention.

## 8. Storage, Access and Security

BBET ensures secure handling and storage of images, video, and audio recordings:

- Recordings used for assessment and evidence are stored securely on the BBET shared drive and/or e-portfolio systems.
- Access is restricted to authorised personnel who require access for legitimate purposes.
- Retention of recordings is aligned with regulator and awarding organisation requirements, partner retention policies, and marketing retention limits.

## 9. Rights and Responsibilities

**Individuals** have the right to know how recordings are used and to withdraw consent.

**Employees** capturing recordings must comply with BBET consent, storage and usage procedures and complete consent forms where imagery or recordings are used for publicity or promotional purposes.

**Managers** must ensure recordings are used appropriately and securely.

**Employers** and Partners must respect BBET recording protocols and consent requirements.

## Contact

If you have any questions or suggestions regarding this policy, please contact:

Data Protection Officer  
Busy Bees Education and Training Limited  
St Matthews, Shaftsbury Drive, Burntwood, WS7 9QP, UK.  
Email: DPO@busybees.com

## Statutory information

Busy Bees Education and Training Limited  
Registered in England and Wales under Company Registration No. 03026494  
Registered Office: St Matthews, Shaftsbury Drive, Burntwood, WS7 9QP, UK.  
Email: enquiries@busybees.com

## Review

This policy is:

- Monitored by senior leadership
- Reviewed at least annually, or in response to legislative changes or following updates to risk assessments or incidents
- Agreed and signed off by the Managing Director

## Training and Roll Out

This policy will be made available via our website ([busybeestraining.co.uk](http://busybeestraining.co.uk)) and SharePoint. Training will be made available via our Virtual Learning Academy (VLA) and/or during Face-to-Face or Teams meetings as part of ongoing staff development, along with our commitment to this policy.

**Policy Owner:** Designated Safeguarding Lead

**Ref:** C27-Photography, Video and Audio Recording Policy

**Version:** 2.0

**Approval Date:** 1st February 2026

**Review Date:** 1st February 2027

# Photography, Video and Audio Recording Consent Form

This form is used by Busy Bees Education and Training (BBET) to obtain consent for the taking and use of photographs, video recordings, and audio recordings.

## 1. About You

Full Name

Address

Telephone

Email

Date of Birth (if under 18)

Role (Learner / Apprentice / Employee / Employer / Visitor)

## 2. Project / Campaign Details

Description of project, campaign or activity

Location

Date(s)

### 3. Purpose of Recording

BBET may take photographs, video recordings, audio recordings, quotes, and limited personal data for one or more of the following purposes. Please tick all that apply:

**Internal Training, Presentation and Exhibition Materials**

Used to support staff training, moderation, exhibitions, presentations, and continuous improvement.

**Marketing, Publicity and Promotion**

Used in advertising material, printed publications, websites, digital communications, and social media channels.

**Media and Press Use**

Used by news media and associated websites, social media channels, print publications, television, and radio.

**Events and Communications**

Used to promote or record BBET events, celebrations, or stakeholder communications.

### 4. Storage, Ownership and Use

BBET confirms that:

- All images, film, audio, quotes and personal data captured under this form will be owned and managed by BBET
- Data will be stored securely by BBET in accordance with UK data protection legislation
- Recordings may be shared with trusted third-party organisations (e.g. print agencies, digital designers, media partners) solely for the purpose of creating approved marketing or publicity materials
- Recordings will be retained in line with BBET retention schedules
- Marketing and publicity recordings will normally be retained for up to three years, after which BBET will cease active use and delete unused materials where practicable
- Recordings will not be used for purposes other than those stated without further consent

### 5. Consent and Rights

Please read and confirm the following:

- I understand that participation in photographs, video, audio recordings, and the use of quotes is voluntary (except where required for assessment evidence).
- I understand that recordings used for publicity or marketing may enter the public domain and could potentially be reproduced, altered, or reused by third parties outside of BBET's control.
- I understand that I may withdraw my consent at any time by contacting BBET
- I understand that withdrawing consent will not affect material that has already been published or distributed.

- I understand that withdrawing consent for assessment-related recordings may impact the ability to provide required evidence to awarding organisations.
- I understand that while BBET will remove content where possible, it may not be feasible to remove recordings already published or shared with third parties.

### 6. Consent Declaration

I confirm that I have read and understood this consent form and agree to the use of my image, voice, and/or likeness as outlined above.

Name

Signature

Date

### 7. Parent / Guardian Consent (for learners under 18)

I confirm that I am the parent or legal guardian of the individual named above and give consent for their participation in photography, video, and audio recording as described in this form.

Parent / Guardian Name

Signature

Date

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### 8. BBET Use Only

Consent Recorded by

Purpose Confirmed

Date Logged

If you have any questions about this form or wish to withdraw consent, please contact the Data Protection Officer at [DPO@busybees.com](mailto:DPO@busybees.com), or refer to the Photography, Video and Audio Recording Policy.