

Video, Audio Recording and Photograph Policy

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Revision No.	Change to previous release
1	First issue
2	1.1 – additions made: <i>YouTube, Twitter and LinkedIn; educational fairs and trade events</i> 1.6 – additions made: <i>circumstances can change, so people may wish to withdraw consent.</i> All protected characteristics are listed Appendix: Templates of forms removed and available on request
3	1.1 Twitter replaced with X 2. Information added on safeguarding, password protection of files, deletion, removal on request and complaints

1. Overview of the policy

1.1 Policy Introduction

English Speaking Board (International) Ltd. (ESB International) uses photographs, videos and audio recordings of learners of all ages for the following purposes:

- on its website, YouTube, X and LinkedIn accounts, to celebrate achievement and publicise ESB International assessments and activities,
- at educational fairs and trade events to publicise ESB International
- in local and national press, including educational publications to publicise our work,
- as part of training and standardisation activities for assessors,
- in resources published on the website and on YouTube for teachers, tutors, trainers, learners and parents, and
- for the invigilation, inspection and moderation of the assessments taken.

We believe that we have a responsibility to promote the welfare of all children, young people and vulnerable adults to take, share and use images, recordings and videos safely.

1.2 Purpose and scope of the Policy

The purpose of this policy statement is to:

- protect all learners, including children, young people and vulnerable adults, who participate in ESB International's services, events and activities where photographs and videos may be taken
- set out the overarching principles that guide our approach to photographs/videos being taken of children, young people and vulnerable adults
- to ensure that we operate in line with our values and within the law when creating, using and sharing images of ESB International learners.

This policy applies to all ESB International staff, assessors and contractors.

1.3 Communication of the Policy

To meet its responsibilities to individual learners, ESB International staff must communicate this policy to centre staff, film crew, learners and assessors who participate in events where children, young people and vulnerable adults are filmed, recorded or photographed.

1.4 Review of the Policy

English Speaking Board (International) Ltd. will review this policy annually, to ensure that our procedures and practices continue to meet legislative and regulatory compliance. We reserve the right to make ongoing changes in line with customer and stakeholder feedback, changes in our practices, actions from the regulatory authorities or external agencies or changes in legislation.

1.5 Legal framework

This policy has been drawn up on the basis of legislation, policy and guidance in England, i.e. [The Data Protection Act 2018](#)

1.6 Principles of the policy

ESB International recognises that:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our learners, provide a record of our activities and raise awareness of our organisation
- using videos and recordings are an essential part of our professional activities in setting and maintaining standards of valid and reliable assessment
- the welfare of the children, young people and vulnerable adults taking part in our activities is paramount
- some adults, e.g. those who have left their countries for their own safety, do not want their images to be taken and do not wish to be identified
- learners, parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation
- consent to take images, videos and recordings is only meaningful when learners, their parents and carers understand how they will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images, videos and recordings
- there are potential risks associated with sharing images, videos and recordings online
- circumstances can change, so people may wish to withdraw consent.

ESB International seeks to keep learners safe by:

- always asking for written consent from learners of all ages and the parents or carers of children, young people and vulnerable adults before taking and using their image/video
- always explaining what images/videos will be used for and how they will be stored
- making it clear that if a learner or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
- only using first names if we need to identify learners in their image/video/recording
- never publishing personal information about individual learners
- making sure learners, their parents and carers understand how images will be securely stored and for how long (including how we will control access to the images and their associated information)
- removing images/videos when asked to do so.

2. Arrangements

1. For recordings that form part of the assessment process, the ESB International registered centre will be provided with a relevant form to complete ahead of the assessment taking place. The centre is then responsible for ensuring the form is completed by all learners or their parents/carers (if applicable) and stored securely for auditing purposes.
2. Before conducting any filming or recording or taking photographs of learners, the ESB International staff member responsible for the assignment ensures that the appropriate permission form has been signed and is securely saved.
3. All staff or contractors involved in filming or photographing are trained on safeguarding protocols.
4. The staff member updates the log of videos, photographs and recordings with the date on which it was taken and the date on which it must be deleted in line with ESB International retention periods.
5. The relevant department lead monitors the log.

6. Videos/images may be embedded in resources on the website, news articles etc, which must be audited annually and the images replaced or deleted.
7. Master versions of the videos are stored in password-protected folders on SharePoint. When a video is deleted according to the agreement with the subject of the video, the staff member responsible deletes all versions and copies.
8. There is a process for learners or responsible adults to request the removal of images, which is communicated in the consent form.
9. Any complaints regarding the use of images by ESB International can be made following the guidance in the Enquiries, Complaints and Appeals Policy
<https://esbuk.org/web/app/uploads/2023/10/ESB-POL-C26-Enquiries-Complaints-and-Appeals-Policy-v5.pdf>

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ESB International reserves the right to change products and services periodically. Every effort has been made to ensure that the information contained in our documentation is fully accurate at the the time of publication. Our policies, procedures, handbooks and specifications are always kept up-to-date on our website.