BORDERS COLLEGE

Film and Photography Data Protection Guidelines

March 2026

History of Changes

Version	Description of Change	Authored by	Date
1.0	Procedure reviewed	Marketing Manager/ Marketing Officer	07/12/21
1.1	Procedure reviewed. Updates regarding control and re-use of images once online. Approved by Data Protection Officer.	Marketing Manager/ Marketing Officer	21/12/21
1.2	Procedure reviewed. Updates regarding contacts	Marketing Officer	20/12/22
1.3	Procedure reviewed.	Marketing Manager	27/02/25
1.4	Procedure update to say photos / videos will be kept indefinitely unless a removal request is made or removed for business reasons.	Marketing Manager	12/03/2026

Film and Photography GDPR Guidelines

The purpose of this document is to ensure that Borders College staff adhere to the data protection requirements in relation to capturing photography or moving images on behalf of Borders College.

Types of photographs/images

We have identified three main types of photographs/images that may be taken by Borders College staff or representatives:

1. Marketing purposes
2. Editorial purposes
3. Images taken at a public event for editorial purposes

1. Marketing purposes

Model Release Procedure

Borders College Marketing team will, on occasion, require to take photographs of students, staff, visitors and/or members of the public.

In order to comply with data protection legislation, Borders College must have the consent from all individuals featured in a photograph or video image for their image to be taken, and subsequently featured in the public domain or shared with key relevant partners.

Images may be featured in the public domain in the following ways:

Borders College website www.borderscollege.ac.uk	Borders College publications (including Prospectus, newsletters and/or promotional materials)
Borders College social media channels (including Facebook, Twitter, Instagram, YouTube, LinkedIn)	Display board promotions (including bus external advertising, train station advertising)

Images may be shared with key relevant partners including:

Press (including regional newspapers, magazines, radio stations and TV broadcasters)	Online news websites
Funding and Governmental Agencies (including Scottish Funding Council, Skills Development Scotland)	Scottish Borders and Lothians secondary schools
Locally elected Councillors	Regional MPs/MSPs

The above list is not exhaustive, but shows examples of the areas that we might share images with.

Participants will be asked to complete a model release form to register their consent.

- Participants must also be advised of their rights under data protection law (e.g. right to erasure commonly known as the right to be forgotten) and pointed to the Borders College Data Protection web page https://www.borderscollege.ac.uk/data-protection

In summary, participants must be made aware of where their image and information may be used (see above) and be given appropriate opportunity not to participate.

Requests for the removal of images can be made by e-mailing the Borders College Marketing Department on marketing@borderscollege.ac.uk.

Model Release Form

A copy of the College's Model Release Form is available on the Borders College website under the Guides and Handbooks area.

The form is titled 'Model Release Form'.

Images and videos will be kept indefinitely unless a removal request is made or removed for business reasons.

2. Editorial purposes

Working process for images taken and information gathered for editorial purposes

Before any photograph/film is arranged or relevant information gathered, participants must be advised on where this may be used and why, and must be given appropriate opportunity not to take part. Images for editorial purposes may be used in the following ways:

- Featured in the public domain in;

Borders College website www.borderscollege.ac.uk	Borders College publications (including Prospectus, newsletters and/or promotional materials)
Social media channels (including Facebook, Twitter, Instagram, YouTube, LinkedIn) etc	Display board promotions (including bus external advertising, train station advertising)
World Wide Web	News and information websites. Statutory and public bodies

- Images may also be shared with key relevant partners, including;

Press (including regional newspapers, magazines, radio stations and TV broadcasters)	Online news websites
Funding and Governmental Agencies (including Scottish Funding Council, Skills Development Scotland)	Scottish Borders and Lothians secondary schools
Locally elected Councillors	Regional MPs/MSPs

The above list is not exhaustive, but shows examples of the areas that we might share images with.

- Participants must also be advised of their rights under data protection law (e.g. right to erasure commonly known as the right to be forgotten) and pointed to the Borders College Data Protection web page https://www.borderscollege.ac.uk/data-protection

Requests for the removal of images can be made by emailing the Borders College Marketing Department at marketing@borderscollege.ac.uk.

3. Images taken at a public event for editorial purposes

Working process for images taken at a public event for editorial purposes

Examples of public events may include;

- Borders College Graduation
- Prize giving ceremonies
- Launch of a new course
- We will display our 'public notice' sign (see graphic over the page) during any public events where Borders College will be taking photographs, advising attendees that their photograph may be taken and requesting that they talk to a member of staff if they do not wish to be photographed
- Where possible, notification should be made in advance both on and offline
- Any individuals who have requested not to have their photograph/image taken will be issued with a yellow lanyard to wear – this will make them easily identifiable to the photographer/s so that they may be omitted from photographs/video images/live stream being taken
- Participants must also be advised of their rights under data protection law (e.g. right to erasure commonly known as the right to be forgotten) and pointed to the Borders College Data Protection web page https://www.borderscollege.ac.uk/data-protection

Requests for the removal of images can be made by e-mailing the Borders College Marketing Department on marketing@borderscollege.ac.uk.

Images and videos will be kept indefinitely unless a removal request is made or removed for business reasons.

Participant are made aware that any images used by the College and shared with partners for internet/social media purposes can be accessed by anyone anywhere in the world and that the College can’t control any re-use, and that withdrawing consent to use images doesn’t guarantee that these are still in circulation online.

BORDERS COLLEGE

LOCATION WARNING NOTICE

Filming/Photography taking place here

Please be advised that filming and/or photography will be taking place here today.

If you do not wish to appear in any images captured please avoid this area or tell us so that we can take appropriate steps to ensure you are not included.

The photographs/film will be used by the Borders College for editorial, marketing and public relations both in print and online.

Please contact a member of staff if you have any concerns.

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