

Hay Festival - Photography, Filming & Social Media Guidance (2022)

Photography, filming and social media are all important aspects of the experience of attending and participating in Festivals and events both on site and remotely. The Company is mindful of the related safeguarding implications and will always ensure that everyone involved will be made aware of the following requirements both onsite and in the relevant programme/s:

- Public crowd photography will not be taken unless there is prominent signage by the entrance to the venue, and at the location'/'s where filming is taking place, detailing the purpose of such imagery and giving people the option to opt out. This signage will say: "Please be aware that by attending this event, your photograph or footage of you may be taken and the Festival may use this photograph/ footage in any and all media including use on websites, in social media, news and advertising. without any form of compensation to you. Please inform the photographer or film maker if you do not wish your photo to be taken or to be filmed " This signage will also be displayed at the main entrance to the Festival and on the Festival website.
- No official or commercial photography or video will be taken specifically of any *individual* children, young people or adults at risk without advising the subjects, parents or carers of the purposes of such images and, for images of individuals, seeking written signed consent from the responsible parent (for children under 13).
- In the case of any individual adult who lacks capacity, it is the decision of the accompanying carer to agree if any filming can take place as they have already been entrusted to look after the adult at the time.
- When children, or adults who lack capacity, are attending with a partner organisation or community group, it is that organisation's responsibility to seek permission and inform Festival personnel if there are issues.
- If Company personnel use their personal devices, phones or cameras have to be used to take any photographs or videos of children, young people or adults at risk, all images should be saved to the Company's network and all copies deleted from the device.
- All official press and other photographers will sign in with their official ID being shown and must have obtained prior agreement from the communications team.
- Unless permission is given no images of children, young people or adults at risk will be published in any medium in a way that their names can be identified.
- No images of children in a state of undress will be taken.

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