



Datchet & Eton Leisure (DEL)

Photography, Filming & Content Creation Policy Internal Use – Updated May 2025

Purpose and Scope

This policy outlines the rules and expectations regarding photography, videography, and digital content creation within all Datchet & Eton Leisure (DEL) facilities. It exists to:

- Safeguard the welfare and privacy of children, members, visitors, and staff.
- Protect the commercial integrity and reputation of DEL.
- Prevent unauthorised use of the facilities for brand promotion, influencer marketing, or commercial gain.

This policy applies to all individuals, including members, staff, contractors, third-party users, guests, and external organisations.

Prohibited Activities

The following activities are **strictly prohibited** unless prior written consent has been granted by senior management:

- **Commercial photography or videography** of any kind, including but not limited to:
 - Branded content, influencer partnerships, or sponsored posts.
 - Use of DEL facilities for third-party marketing, personal business promotion, or product placements.
 - Filming for personal brands, fitness services, apparel companies, or equipment manufacturers.

- **Professional photo or video shoots** not commissioned by DEL.
- **Use of DEL's name, branding, location or logo** in any promotional or commercial context.
- **Recording or tagging DEL's location** on social media for sponsored or brand-affiliated content.

Failure to comply with this policy may result in immediate removal from the premises, restriction or termination of facility access, and/or legal action to protect the organisation's interests.

Permitted Photography and Filming – with Restrictions

DEL permits limited photography or filming for **personal use** or internal documentation under the following conditions:

Personal Use (e.g. members, parents, spectators):

- Images may only be taken for **private, non-commercial purposes**.
- Individuals must avoid capturing others without their express consent.
- No photography or filming is permitted in changing rooms, restrooms, gym floors, or during group sessions.
- Social media sharing must not feature identifiable children (other than the user's own) or any DEL staff without consent.

Internal Use (e.g. promotional material, programmes):

- Photography or video content taken by DEL staff for internal use must be authorised in advance by management.
 - All children, parents, and carers must provide signed consent forms where individuals are identifiable.
 - Content must be aligned with DEL's safeguarding and data protection policies.
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Commercial and Influencer Content Creation

The use of DEL facilities for the creation of branded, sponsored, or influencer-led content is **not permitted** without explicit prior written authorisation.

This includes but is not limited to:

- Partnerships with clothing or fitness brands (e.g. Sweaty Betty, Gymshark).
- Promotion of coaching or fitness businesses using DEL as a setting.
- Paid advertising recorded on-site or online classes using DEL facilities as a backdrop.

All content creators must submit a request in writing at least **seven working days** prior to proposed filming. The request must include:

- Nature and purpose of the content.
- Intended platforms for distribution.
- Names of all individuals and associated brands involved.

DEL reserves the right to refuse any such request and may take action against any unauthorised usage.

Car Parking and Operational Impact

- DEL reserves the right to limit or deny car park access for commercial or content creation purposes, particularly where vehicles, equipment, or footfall associated with such activities disrupt daily operations.
 - Members or third parties found using DEL premises or parking for unsanctioned business activities will be subject to disciplinary measures or restricted access.
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Storage and Retention of Images

Images or videos taken by DEL for internal use will be:

- Stored securely in line with GDPR and our safeguarding policies.
- Kept only for the duration necessary, typically not exceeding 12 months.
- Stored in encrypted formats, accessible only to authorised personnel.
- Never saved to personal devices or external storage platforms.

Staff and volunteers must use only DEL-owned devices to capture any images or footage related to our programmes or participants.

Reporting and Enforcement

Any staff member who observes unauthorised filming, photography, or content creation must immediately report the incident to a member of senior management or the safeguarding lead.

Concerns involving children or safeguarding risks must follow DEL's Child Protection procedures.

Policy Oversight

This policy will be reviewed annually, or sooner if required, to reflect operational or regulatory changes.

Effective Date: 19 May 2025

Next Review: May 2026