

Powhatan District – NCAC

Procedures for Implementing Participant Photo Policy

To balance Powhatan district's promotional needs and the individual privacy needs and concerns of Scouts, their families and friends, we have created a policy to govern the generation and use of media at our events. Accordingly, activity planners are asked to follow these procedures:

- 1) Participants should be made aware of our media usage policy through links on the website, inclusion on printed materials of the policy web address, and as part of the activity registration process.
- 2) Best efforts should be made to accommodate the wishes of participants who prefer not to be included in photos and other forms of media. As particular characteristics of activities may make addressing privacy concerns easier, or more difficult, discretion should be used to select the best suited means for the situation. Approaches may include:
 - Designation of particular places and times that photos and videos may be taken. For example, a photography backdrop might be setup at an awards ceremony where awardees may take photos with the presenter or friends.
 - Distribution of colored *do not photograph* wrist bands, stickers or other colorful items, to activity participants who wish not to be photographed. Official and unofficial photographers would be instructed not to photograph individuals so designated, and to review their photos for opted-out individuals before posting or otherwise publishing them. Participants wishing not to be photographed would be instructed to avoid situations in which they might be photographed.

Individuals may obtain a [Media Use Authorization](#) form, allowing use of names and other information with published or posted media, or a [Media Participation Opt-Out Preference](#) form and distinguishing wrist-band or other item, at an activity's check-in or administration area, if available.

- 3) Photographers, official and informal, must be informed of the event's specific procedures to respect the needs and concerns of individuals who wish not to be photographed. The notification may be included as a link or text within an online post, calendar listing or other event materials. An announcement may be made one or more times during the event as to procedures to follow. Announcements should include an explanation as to why it is important, and consistent with the spirit of Scouting, to

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respect the privacy concerns of others.

- 4) Individuals wishing not to be photographed must be informed as to their responsibilities to avoid situations in which they may be photographed, and to let photographers know of their concerns to help prevent their appearance in Powhatan district-related media. Such individuals must also be informed that ours is a best-effort policy as it is impossible to guarantee that they are not photographed, or that their likeness would not be used.
- 5) Photos should not be published together with the full names, email addresses or other identifying or personal information of participants without prior authorization.
- 6) A privacy-contact for the event must be setup for the event to accept feedback and address concerns, before, during and after the event. Significant feedback and concerns must be relayed to a member of the Powhatan District committee tasked with addressing such privacy concerns.

In implementing privacy protection procedures for an activity, planning committee members must recognize their responsibility to address, concretely, the privacy-related needs and concerns of participants. Likewise, participants must be reminded of their responsibility to help prevent the inclusion of their likeness in activity photos and other media. Finally, all must recognize the significant challenges of protecting individual privacy in the digital age, and the possibility that despite our collective best efforts, that photos and other media of individuals wishing not to be photographed may appear in public places.