

# THE WELL COMMUNITY CHURCH PHOTOGRAPHY GUIDELINES

*We seek to conform to data protection standards through these guidelines and also to develop a professional culture in our use of visual media to serve the kingdom.*

The Well Community Church recognises individuals' right to privacy, and recognises that the taking, storage and sharing of images of individuals, particularly children, must be carried out with their informed consent. In general, The Well Community Church does not allow photography by private individuals during its events and services, but recognises the challenges in enforcing this policy. In children's and youth ministry times, photography by private individuals is strictly forbidden. The following guidelines are for photographs taken for use by The Well Community Church, and not for private individuals, who should refrain as much as possible from photographing The Well Community Church events and services.

## Taking Photographs

1. Designate the event or service photographer(s): Prior to the event, decide who will be responsible for photographing it. Wherever possible, use a camera and not a mobile phone. Not only does this look more professional and therefore trustworthy, but cameras will not automatically share or copy any of the data to personal files or cloud storage. The quality is often better too.
2. Make sure your event photographer is easily identifiable: They should wear a badge clearly marking them as the 'Official Photographer' (several are available in the main hall). The event photographer should have no other responsibilities or functions during that event.
3. Tell people about it: Inform attendees that a photographer will be taking photos during the event. Explain that the photographs will be reserved for church use, in promotional material and on the church website. Explain that photographs will only be put online if permission is obtained from easily identifiable individuals (and their parents if they are under 16). If it's a Sunday morning, the leader

should announce that photographs are being taken.

4. Seek consent: Parents signing their children into an event should sign a consent form for their child to be photographed. If they do not wish to give their consent, their child should wear a badge or sticker to identify them to the event photographer. With adults, the photographer should ask personally before taking photographs of individuals.

## Storing Images

The images taken by the official photographer should be transferred (not copied) to a digital storage device that remains securely at The Well Community Church. They must not be taken home by the official photographer. Access to these images will be restricted to church staff and volunteers.

## Using Images in Promotional Material

Whether online or offline, the images we use in our promotional material must be fit for purpose. They must be of the requisite quality. They must not cause offence, distress or embarrassment to any individuals included in those images, or their parents.

1. Quality: Our promotional material needs to include images of sufficient quality. For internet use, the following guidelines apply; All images must be uploaded at the sizes listed below to avoid pixelation and framing issues.

Header Slider Images

1425px x 444px

Portrait Images (staff, volunteers, the team)

304px x 400px

Prayer page Image Slider

1080px x 444px



Kids page Images  
700px x 264px

Footer Box Images  
380px x 253px

2. Seek consent: Staff or volunteers of The Well Community Church must seek permission (verbal or written) from any individual who is easily identifiable in an image they want to use before using it in any way. If that individual is under 16, seek the permission of their parents too. The use of large group photographs or photographs where only the backs of heads are visible is at the discretion of the Well staff member responsible for producing the promotional material.

Last Reviewed: 01/06/2018  
Reviewed by: Jonathan Harris

