

## Scout Groups GDPR guide to collecting and processing images

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### Overview

It's great for young people to have images of their special moments and Scouting achievements to look back on, and creating digital content to promote Scouts helps to increase engagement with current and potential members.

When working with young people, it's important to be aware of safeguarding risks and data protection implications around taking photos and videos (referred to from here as 'images') of young people.

Young people can be identified for the purpose of grooming and abuse, and images can be modified or misused out of context. In data protection law images where individuals can be identified are considered personal data.

It's essential to have appropriate processes in place to protect young people, keep them safe, and to ensure that data protection legislation is followed.

Note that under data protection legislation, taking, storing, sharing, displaying, publishing, or posting images are all acts of data processing wherever it is possible to identify – directly or indirectly – an individual in any of the images.

Note that the specifics of how data protection legislation might apply depends on whether the images are taken in a public space or a private space; regardless of this, once an image has been captured, and is in the possession of a scout group, data protection legislation applies to its continued processing.

This guideline is designed to help Scout Groups follow good data protection practices when capturing and using photographs, videos, or any other media that could directly or indirectly identify an individual.

## 1. Identify the purpose

Clearly define why images and other media types are being captured (e.g. to post on the Scout Groups social media, display on the Scout Groups Website, sending updates to parents / guardians, newsletters, promotional, historical use and so on).

## 2. Select the most appropriate GDPR Lawful Basis

Under GDPR all personal data processing activities must be tied to a GDPR Lawful basis. Depending on what the lawful basis is there may be associated steps to implement this processing activity. For the purposes of processing images and other media types the most appropriate lawful basis would either be **Consent** i.e. the member or the parent / guardian of a youth member has consented to the processing of their personal data or **Legitimate Interest**, meaning the Scout Group has a legitimate interest in processing the data however this processing will not override the rights and freedoms of the individual. See Table 1 below.

Table 1.

Lawful Basis	When to use this and what is needed?
<b>GDPR Article 6(1)(a) Consent</b>	<p>Use <b>Consent</b> (parent / guardian consent for a youth member) for identifiable images used publicly (Website, social media, promotion / advertising)</p> <p>Consent must be <b>freely given, clear, and unambiguous</b>, with a <b>genuine option to refuse</b>. Individuals must also have a <b>simple way to withdraw their consent</b> at any time. If consent is withdrawn, this will not affect any processing that took place before the withdrawal.</p> <p>This can be obtained through consent forms depending on the processing:</p> <p>A single consent form signed at the beginning of each scouting year for regular processing i.e. posting on the Scout Groups social media pages</p> <p>Additional consent forms for very specific processing i.e. sharing with a local media outlet or sharing with National office to post on their website or social media pages, in other words something that would have a wide reach and generally wouldn't be expected by the individual or the parent / guardian.</p>

	<p>If an individual or parent / guardian of a youth member chooses not to give consent this decision must not impact their membership in any way.</p>
	<p>Also important to note if a youth member does not want their image shared then this must be respected regardless of what their parent / guardian has consented too.</p>
	<p>While the Scout Group retains the image(s) and uses it as per the purposes outlined then you must retain the consent that goes with it. Once the purposes have been met and image is no longer required (and is either deleted or archived) then the consent form can be securely disposed of.</p>
<p><b>Article 6(1)(f) Legitimate Interest</b></p>	<p><b>Legitimate Interests</b> may be used for internal or administrative purposes providing a <b>Legitimate Interest Assessment</b> is completed. Examples are sharing internally with a private group of volunteers, parents / guardians, keeping a record of past camps, trips etc.</p> <p>It is often not practical or even possible to gain formal consent from every individual who may feature in images. An example situation could be a large-scale event where the volume of attendees is high, and the event is spread over a large area.</p> <p>It is a reasonable expectation that images will be captured at an event like this. This is allowed under data protection law as the lawful basis for capturing the images is legitimate interest, rather than consent.</p> <p>Whilst legitimate interest covers things like crowd shots and incidental imagery (where individuals are not easily identifiable), where images feature individuals prominently or are to be used for specific promotional purposes it is required to seek individual consent.</p> <p>Regardless of the above there is still a requirement to be transparent to the individuals and parents / guardians of youth members ahead of the data processing and this can be done via a <b>Privacy Information Notice</b> (See Section 3) for local Group related activities.</p> <p>Or for larger Scout Group events via communications ahead of the event, included on event joining forms and signage at the event for example at the entry.</p>

	A <b>Legitimate Interest Assessment must be completed</b> if using this lawful basis, a sample LIA has been completed for your reference.
	If your processing falls under Legitimate Interest, ensure the processing <b>does not override</b> the rights and freedoms of the member.
	Individuals or parents / guardians should have an <b>option to opt out</b> of this type of data processing.

### 3. Provide a Privacy Notice

A big part of GDPR is transparency with the individuals whose data is being processed. Young people should always be made aware when images are being captured, and what they will be used for. Informing people of your intention lets them know that you have a valid reason to capture images and provides the opportunity for people to express their wishes. A great way to implement this is with privacy Information notices that can be shared with members and parents / guardians of members throughout the Scouting year and posted in the Scout Den where possible.

A **sample** Privacy notice for images is available in the Data Protection section in [Issuu](#). Before using or sharing it, your Scout Group must review and update it, so it accurately reflects what your Scout Group practices.

Inform participants and parents / guardians about:

- Who controls the data
- Purpose of processing
- Where images may be shared
- How long they will be kept
- Their rights under GDPR.

Share with Parents / Guardians at least annually or anytime you are requesting consent and post this privacy notice in your Scout Den where possible.

### 4. Record and Manage Consent / Opt outs

Keep a secure record of who has consented and who has not / who has opted out

Ensure volunteers know which youth members cannot be photographed or shared publicly.

Young people should never be excluded from an activity because they don't want their image captured. Some things you can do to ensure inclusivity are:

- Take images in smaller groups rather than an entire group so that less attention is drawn to the young person who is not in images.
- Consider splitting the activity group up into two and the photographer can photograph the group where everyone has given consent across all activities.
- Involve the young person who can't be in photographs in taking the photographs of others.

## 5. Minimise Data Collection

Only take images that are necessary and appropriate.

Avoid capturing unnecessary personal information (names, addresses, school badges etc)

When picking images to use, keep these things in mind:

- You don't always need to show young people's faces to show Scout activities in action. Taking photographs from different angles without showing faces can still produce excellent images.
- Choose images that present the activity in a positive light and focus on the activity rather than the child or young person.
- Choose images of children and young people in appropriate clothing (including safety wear if necessary).
- Don't supply full names of children along with the images, and avoid using images that include their names (e.g. on badges or on artwork) or location
- Avoid images that may be more prone to misuse by others.
- Do not publish personal information about individual children and young people.

## 6. Store Images Securely

Use Secure Storage: E.g. Google Workspace, MS 365 OneDrive along with password-controlled devices.

Restrict access to authorised leaders / volunteers only. Volunteers should not hold images on their personal devices for long periods.

## 7. Control Sharing and Publishing

Only share images for the purposes originally agreed.

Avoid identifying children by full name unless specifically consented, don't add any unnecessary personal data.

Parents, carers and other family members will often want to capture images of their children especially at events. Whilst we would not want to discourage this, you may need to ensure that this is not excessive and that anyone who does not wish to have their image captured is not included.

Parents / carers must not capture images of other children without appropriate permission and must not post images of other people's children on social media without appropriate permission. You can remind parents / carers of this in your communications or as part of the event registration.

## 8. Retention and Deletion

Scout Groups should only retain the images for as long as the purpose has been filled i.e. sharing with parents / guardians, promoting on the Scout Groups social media pages or websites etc.

Once this purpose has been met then the image should either be deleted, anonymised or archived for historical purposes.

We understand Scout Groups like to retain photographs for looking back on over time and this is ok to do if the necessary steps are taken to ensure the relevant safeguards are in place to protect the data.

Review your gallery and any images that are no longer active, they should either be deleted, anonymised (blurred or identifiable individuals cropped out) or archived for historical purposes.

Avoid retaining everything!

Ensure volunteers are not storing images and videos on their personal devices or posting to their own personal social media accounts.

## 9. Archiving Photos and Videos

If images are selected for archiving this means they must be moved to a separate secure folder

They can no longer be used for promotional, advertising or marketing purposes

Restricted access must be applied and remember you don't need to keep everything. Choose only the images that tells the story or highlights the achievement. This is not a place to store every single image ever taken!

Archived images can be used for:

- **Preserving organisational history:** storing photos in archives, yearbooks, or records of activities.
- **Commemorations & anniversaries:** using them in displays at milestone events (e.g., "50 years of Scouting in X town").
- **Internal historical materials,** internal newsletters, or materials that **show the group's heritage.**
- **Research:** photos being accessed later for studies into history of youth work, local community heritage, or Scouting history.

## 10. Respect Data Subject Rights

Individuals (or Parents / Guardians) have the **right to withdraw** their consent, **object** to the processing and opt out of processing.

Scout Groups must have a process to allow individuals, (or parents / guardians) to express this right.

Don't forget a **child has a right to their data**, even if the parent / guardian has consented to the processing on their behalf, if a youth member requests their photo is not processed then this should be honoured.

## 11. Volunteer Awareness

Ensure volunteers understand basic GDPR Rules and safeguarding around images.

Scout groups should ensure that the collection and use of photographs is carried out **lawfully, fairly, and transparently**, in line with the requirements of the General Data Protection Regulation.

Images of youth members should be handled with particular care, ensuring that appropriate **lawful bases, safeguards, and consent mechanisms** are in place. Regularly reviewing practices, training volunteers, and respecting the rights of children and their parents or guardians will help ensure that photographs are used **responsibly, safely, and only for the purposes for which they were collected**.

Volunteers can always reach out to National Office **Data Protection Officer**  
([dataprotection@scouts.ie](mailto:dataprotection@scouts.ie)) for support and guidance.