

Pace Child Photography Code

Pace takes the privacy and dignity of its children and families extremely seriously. This code has been created so that you understand why, where, and how Pace uses a child's photograph and video content for fundraising and marketing, when consent is given for us to do so.

Why?

Pace uses photography and video for the key purpose of raising awareness:

- To ensure that families who need our support and services can find us
- So that donors can see value of our services and choose to support us

Where?

Our photograph and video content is used across various channels, including: newsletters, seasonal appeals, website, social media, donor communications, funding applications and impact reports.

How?

Permissions and the photograph and video content itself is stored by the Pace marketing & communications team, who use permission information to inform which children can be photographed/recorded and published across internal or external channels. All photography and video content used for these purposes is checked for appropriate permissions by the Pace marketing & communications team.

Pace uses initials to refer to a child in all external communications, protecting the privacy of children and their families.

Pace assumes continued permission when a child leaves Pace school up to the age of 25 years old, when all non-clinical photographs and videos will be deleted.

This code does not refer to permissions for case studies or site signage. For these, permission will be asked for on an individual basis.

You can change what you are giving permission for Pace to use at any time by contacting the marketing & communications team at fundraising@thepacecentre.org. Please be aware that any changes you decide to make will not be retrospective. With the exception of the Pace website, anything that has been produced, used or shared by Pace prior to your request cannot be changed or removed. Changes will be actioned within two working days.