

# Photography Consent Guidance

The  
British  
Horse  
Society

It is very important that we gain consent from people if we are going to use their image in any form of BHS marketing or promotion, this includes but not limited to printed, digital or social media.

## **Capturing consent at the point of booking onto an event**

If you have online booking set up for your event, this should appear as a question where people can consent or not to their images being taken and used. A copy of the question and the answer options that should be listed are below.

### **Longer version** (where possible this version should be used)

*We may use photos, video and information about you on BHS social media, website or magazines. You have the right to withdraw your consent at any time by emailing [dataprotection@bhs.org.uk](mailto:dataprotection@bhs.org.uk). Please see our full Privacy Policy at [bhs.org.uk/privacy](https://bhs.org.uk/privacy).*

*I agree that Images/videos of me/my horse/my child captured at this event may be used for general publicity by the BHS.*

Yes

No

### **Shorter version** (where space is limited this version can be used)

*The BHS can use images of me/my child/my horse, taken at this event, as per our privacy policy ([BHS.org.uk/privacy](https://bhs.org.uk/privacy)).*

Yes

No

It is important that you know who has agreed, or not, to this question to ensure that images of those who have not agreed are not used. You can obtain this information from your booking website or your Regional/National Manager.

## **Capturing consent at an event**

If you are running, or at an event where photography consent has not been obtained in advance you will need to gain permission at the event. To do this, the BHS has a QR code that can be scanned for a person to give consent easily via an online form. This is then captured and stored on a central BHS system.

Ask people first if they are happy to be filmed or photographed. If they decline you must not take video or photographs of them/their horse. If they agree, you must get them to scan the code and complete the consent form.

If people don't have a camera or access to the internet on their phone, you will need to ask them to complete a paper form. These can be found on [Volunteer Resources](#) - Data Protection - Photography, Filming, Recording. Print a few copies to take with you to the event.