

Photography and Social Media Guidelines

Events organised within the North West Dental Training Hub (NWDTH) must adhere to the following guidelines to ensure that NHS England events respect privacy, uphold confidentiality, and maintain professionalism in all forms of media usage.

1. Consent for Photography

- Photographs or recordings must not be taken unless explicit permission has been obtained from the individuals involved and the Training Hub Programme Managers or Associate Dental Deans prior to the event.
- Delegates will be informed in advance if photography or filming will take place at an event, and they will have the option to opt out.
- Any official event photography will be conducted by designated personnel who will ensure consent procedures are followed.

2. Use of Photographs on Social Media

- Images or videos of delegates must not be shared on social media or other public platforms without prior consent from the individuals featured and Training Hub Programme Managers or Associate Dental Deans prior to the event.
- Event organisers must seek and record explicit consent before using any images for promotional or informational purposes.
- Delegates who do not wish to be photographed or filmed should inform event staff or wear a designated identifier (such as a lanyard or badge) where applicable.

3. Confidentiality and Data Protection

- Any photographs taken must not compromise delegate or patient confidentiality or include sensitive information.
- NHS organisations must comply with GDPR and NHS England's data protection policies when handling, storing, or sharing images.

4. Enforcement and Compliance

- Failure to adhere to these guidelines may result in photographs being deleted and further action being taken where necessary.
- Programme Managers and event staff are responsible for ensuring that these guidelines are communicated and upheld throughout the event.