Diocese of York

Media Consent Privacy Information

This note explains how the Diocese of York uses photos, video, audio, livestreams and stories when we ask for media consent. It is designed to sit behind the short consent forms and online form.

Quick summary

- We use media to tell stories about worship, mission, ministry, discipleship and diocesan life.
- When we feature someone clearly, name them, interview them or use their voice, we usually ask for consent.
- For sensitive stories, including faith testimony or personal experience, we ask for explicit consent.
- You can withdraw consent at any time. We will stop future use and remove the media where reasonably possible.
- Once media has been published online, especially on social media, we may not be able to control re-sharing by others.

Who is collecting the information?

The Diocese of York is the data controller for media it records, commissions, stores and publishes through diocesan channels.

Contact for media consent	comms@yorkdiocese.org | 01904 699500
Privacy notice	dioceseofyork.org.uk/privacy
Data Protection Officer / privacy contact	Kmccullough@yorkdiocese.org

What media and information do we collect?

Depending on the activity, we may collect:

- photos, video, audio, livestream recordings or written quotes;
- your name, role, church/parish, contact details and publication name preference;
- details about the event, activity, story, location and date;
- any restrictions or special considerations you tell us about;
- a record of your consent, including the date and version of the form used.

Why do we use media?

We use media to share the story of what God is doing across the Diocese of York, including parish life, diocesan events, worship, discipleship, ministry, mission, training, fundraising, recruitment, reporting and public engagement.

Our lawful basis

Where we ask someone to complete a media consent form, we rely on consent as the lawful basis for using their image, voice, words and related personal information for the purposes selected on the form.

Some stories may reveal special category data, such as religious belief, faith testimony, health information, ethnicity or other sensitive personal information. In those cases, we ask for explicit consent for that sensitive use. This should be separate from general media consent.

For general event photography, crowd images or background shots, the Diocese may sometimes use event notices and another appropriate lawful basis. Where this applies, the event notice or relevant privacy information should explain what is happening and how people can opt out where possible.

Where might media appear?

- Diocese of York website and news pages;
- Diocese of York social media and video platforms;
- email newsletters and updates;
- printed materials, reports, posters, displays and event resources;
- presentations, conferences, talks and training;
- internal communications for staff, clergy and church officers;
- parish, benefice, Church of England or diocesan partner channels, where this has been selected or agreed.

How long do we keep media and consent records?

Unless a shorter period is stated on the consent form or agreed with you, we normally keep and use media and the related consent record for up to 5 years. After that, we review whether continued use is still appropriate.

Some published materials, reports, archived web pages, historical records or safeguarding-related records may need to be kept for longer under a separate retention policy. Where that applies, continued use should be reviewed carefully and access may be restricted.

Withdrawing consent

You can withdraw consent at any time by contacting comms@yorkdiocese.org or calling 01904 699500. You do not need to give a reason.

If you withdraw consent, we will stop using the media in future and remove it from diocesan channels where reasonably possible. Withdrawal does not affect use that happened before consent was withdrawn.

If the media has already been published online, particularly on social media, other people may have shared, copied, downloaded or republished it. We may not be able to remove every copy from third-party platforms or from materials already printed and distributed.

Children and young people

For children and young people, we normally ask a parent or carer with parental responsibility to complete the consent form. We also explain what is happening to the child or young person in clear language and respect their wishes wherever they are able to express them.

If a child or young person says no, looks uncomfortable, or changes their mind, we should not record them or use their media even if a parent/carer has given consent.

Your rights

Under UK data protection law, you have rights over your personal data. These may include the right to be informed, the right of access, the right to rectification, the right to erasure, the right to restrict processing, the right to data portability, the right to object, and the right to complain to the Information Commissioner's Office.

Some rights may depend on the circumstances and the lawful basis being used. Contact the Diocese using the details above if you want to exercise your rights or ask how your media is being used.

For staff and volunteers

- Use the shortest appropriate form, but do not skip consent for featured, named, interviewed or sensitive stories.
- Keep the consent record attached to the media record, filename, asset library entry or story folder.
- Record restrictions clearly, such as no social media, no name, no video or internal use only.
- Do not reuse media in a new context if the original consent does not cover that use.
- Check consent before sharing with partners or the wider Church of England.
- Escalate safeguarding, trauma, bereavement, legal or reputational concerns before recording or publishing.

Version control

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