	<p>Photograph Policy and Procedure</p>	Ref:	084
		Issue Date:	November 2017
		Issue:	9

The aim of this policy is to recognise the benefits of taking photographs in Serendipity Healthcare Ltd, whilst protecting the Service User's privacy, acting in the best interest of the Service User as necessary and ensuring that Serendipity Healthcare Ltd complies with legislation and regulation in relation to the taking of photographs. It also meets the legal requirements of the regulated activities that Serendipity Healthcare Ltd is registered to provide:

It is acknowledged that photography in health and social care has many benefits, from identifying the Service User, mapping wound progress for accurate assessment and capturing moments of joy and positive wellbeing. This policy sets out to recognise this, whilst ensuring that Care Workers and other relevant staff understand and comply with the rights of the Service User and legislation.

Serendipity Healthcare Ltd will understand the legal and best practice requirements in relation to using, storing and disposing of photographic images at Serendipity Healthcare Ltd.

Serendipity Healthcare Ltd complies with the General Data Protection Regulation and that the Service User understands that in relation to GDPR and Photographs they have:

- The right to be informed
- The right to access
- The right to erasure

Service Users will be asked to provide their consent for photographs or for recordings to be taken and will be provided with information regarding the intended use and storage arrangements for these. To achieve this safely the following apply:

- Consent will be obtained as delegated by The Registered Manager
- Photographs/recordings will be stored in a manner that does not allow them to be accessed by unauthorised persons, or for unauthorised purposes

Photographs will only be taken where it is deemed to be for the benefit of the Service User.

Photographs taken will be captured using the identified camera of Serendipity Healthcare Ltd. Care Workers will not use their own devices to capture images of Service Users. The intentional taking of images of Service Users is prohibited and could lead to disciplinary action.

Images will be stored in accordance with the Data Protection Act and Caldicott principles, as defined within this policy.


Transferring of images electronically (where consented to do so) to other parties such as family members or healthcare professionals will be via as secure a medium as possible at Serendipity Healthcare Ltd.

Images will never be stored in a way that breaches data protection and Caldicott principles.

A separate policy is available regarding the use of social networking sites. For the purpose of this policy, however, Care Workers will ensure that no Service User identifiable information will be placed in the public domain without clear consent from the Service User.

Photographs of Service Users

Photographs of Service Users may normally only be taken for the purposes of:

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- Placing on a Care Plan or Medications Administration Sheet in order to definitively identify the Service User. The photograph for this purpose will be only of the Service User's face
- Placing in a Care Plan to provide definitive proof of the appearance, size or other characteristics of a wound or skin lesion. The photograph for this purpose will be only of the area referred to, with any appropriate scales to indicate size
- Capturing joyful times that evidence the Service User's wellbeing for families and loved ones to appreciate
- Photographs of Service Users in any other context, such as a social setting or occasion, will be as far as possible, taken to avoid identification of individuals and, where they can be identified, the photograph will only be taken with the specific written approval by each identifiable person of each photograph and according to the context in which it will be used

Photographs of Service users Documents or Property

Photographs of service users' documents or property may normally only be taken for:

- Photographing service users' medication to add to service users' file
- Photographing service users' documents to add to service users' file

Storage of Photographs

Following printing or other use of an authorised photograph, the original will be stored in a secure facility accessible to authorised persons only. This may include password-protected media in the case of digital photographs, and locked filing in the case of printed photographs.

Consent and Capacity Considerations

- Service Users must be advised of the purpose of the photograph before consent is gained
- When approaching Service Users for agreement to take a photograph, consent must be considered in line with the Mental Capacity Act 2005. If a Service User is legally proven to lack the capacity to consent, decisions will be made in their best interest
- In the event of a Service User passing away before consent is gained, images can only be released with the permission of the deceased's personal representative
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Photographs of Employees

Care Workers will be aware of what the photographs will be used for once a photograph is taken. Photographs may only be taken for the purpose of:

- Placing on a personnel file
- An Identification Badge
- As a way of introducing Service Users to the team e.g., website, noticeboards etc.
- In newsletters and articles to promote Serendipity Healthcare Ltd

Reviewed:- 14th October 2025

S.L.Pickles
Director