



# PONY PARTNERSHIPS



## Photography & Social Media Policy

**Name of Organisation:** Pony Partnerships

**Venue Address for which policy applies:** All sites.

**Date of last review:** 1<sup>st</sup> September 2025

**Date of next review:** 31<sup>st</sup> August 2026

**Name of Risk Assessor:** Danielle Mills

### 1. General Principles

Pony Partnerships CIC is committed to safeguarding the privacy, dignity, and welfare of clients, staff, volunteers, and therapy animals. The use of photography, video, and social media can present risks relating to confidentiality, safeguarding, misrepresentation, and data protection.

This policy sets out clear rules to ensure that photography and social media use is safe, ethical, and legally compliant.

### 2. Rules for Photography and Filming

- No photography or filming is permitted during sessions without prior, explicit permission.
- Clients must request permission in advance from a member of staff.
- Staff members reserve the right to decline or stop photography at any time in order to protect the confidentiality, wellbeing, or safety of clients, staff, or animals.
- Visitors and contractors are also bound by this policy.

### 3. Personal Use of Images

- Where permission is granted, photos or videos are for private enjoyment and reflection only.
- They must not be shared on social media, websites, or other public platforms without explicit, written consent from Pony Partnerships CIC.
- Images that include other clients, staff, or identifiable features of the site must not be published without consent under UK GDPR and the Data Protection Act 2018.

### 4. Business, Promotional or Professional Use

Clients, staff, or visitors may not use images taken during sessions to:

- Advertise or promote services or products.
- Imply a professional association with Pony Partnerships CIC or its animals.
- Suggest endorsement of treatments or services by Pony Partnerships CIC, unless formally agreed in writing by the Directors.

### 5. Respect for Animal Welfare and Representation

- All images must respect the dignity, welfare, and safety of therapy animals.
- Images must not depict animals in distress, discomfort, or in ways that misrepresent their role in therapy.
- Pony Partnerships CIC reserves the right to request the deletion of any images deemed to compromise animal welfare or misrepresent the organisation.

## 6. Breach of Policy

Any breach of this policy will be taken seriously.

Consequences may include:

- Restriction or withdrawal of photography privileges.
- Review of the client's participation or visitor access.
- Formal safeguarding or legal action if required (e.g., breach of data protection or misuse of images).

## 7. Protecting Privacy and Safety

- This policy protects the privacy and confidentiality of clients, many of whom may be vulnerable, as well as the wellbeing of staff, volunteers, and animals.
- By following this policy, all participants contribute to a safe, respectful, and ethical environment.

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