**Guarantee our Essentials Tablecloth activity - Taking photos of your team, volunteers, or members of the public**  
   
Your tablecloth activity events are a great opportunity to capture some content of your events and share them online. You can also submit photos to us as part of the Guarantee our Essentials moment taking place in the autumn. **Below are some top tips on taking photos and sharing them.**

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| **Send photos to us to share publicly and for the national Guarantee our Essentials moment in the autumn**  You can share photos from your tablecloth activities with us to share publicly and for the Guarantee our Essentials national moment happening in the [autumn here](https://www.trusselltrust.org/photo-submission-form/). |

**Why is gathering consent when taking photos important?**  
  
A photo of someone is defined as personal data, therefore it is subject to UK GDPR (the UK General Data Protection Regulation). Photos of personal data (e.g., photos of text that are personal data) are also included. UK GDPR is a set of rules that sets out how personal data can be lawfully processed: stored, used, shared, deleted etc. It is a requirement that any photo/s you have of people are treated as you would any other data. In the context of these activities, data protection law requires you to:

1. inform people how you store and use their data (e.g., a privacy notice); and
2. have consent to use the photos, store them safely, hold the photos as long as necessary, and then delete them when they are no longer necessary.

**What are the key things I need to do to gather appropriate consent at my tablecloth activity events?**

When it comes to capturing this content, we would recommend gaining written consent. This can help avoid any confusion or being challenged by someone for using their photo without their consent later. There are instances where you might not need consent when capturing images of people in the background – this is covered below; but if the content you are getting is focussed on one or a group of people, then getting consent from each person at that time will ensure you are covered. Examples this could be when taking photos of people with the tablecloths and putting them online. The thing to remember is that if the person is identifiable, then getting a form signed by them will allow you to safely use their image. If someone is a little further away and walking past when you take a photo, then as long as you had notices up informing them that you are capturing footage you would not need a form signed.

**Key things to do before someone writes on the tablecloth:**

1. Explain that the messages they write on the tablecloth could be shared in a variety of places. Firstly, they’ll be displayed and shared by your organisation to raise awareness of the activity in your community. Secondly, messages from the tablecloth or photos of the tablecloth itself could be shared with the Trussell Trust and JRF to contribute to a big moment in the autumn that showcases the need for change from food banks up and down the UK.
2. Ask them to complete and sign the consent cards and return them to you.
3. If you plan on taking photos during the session, take this opportunity to ask their permission. Explain those photos could be shared on your organisation’s and/or the Trussell Trust and JRF’s communication channels, such as social media.

It is necessary to inform people how and why you use their personal data. The most common way of doing this is via a privacy notice, which you should have on your website and physically on your premises. Please make sure you update your privacy notice based on your activities, including photography for this event. The data protection regulator provides guidance on how to develop a privacy notice. Please see [this link](https://ico.org.uk/for-organisations/advice-for-small-organisations/how-to-write-a-privacy-notice-and-what-goes-in-it/) for more information.

Only keep the photo for as long as you need (therefore reducing the risk of using a photo and not recording that use or using it for a purpose for which no consent was given – you don’t need to delete the photo, but make sure it is deleted from phones or hard drives etc so it cannot be used again).

**Taking photos in public places:**

It is possible to take photos of someone in a public place without their consent for artistic, literary, academic, or journalistic use, but there are certain conditions that need to be considered. For example, if you are following this individual around, it can be considered harassment. You should be certain you are on public property and not on privately owned land (shopping centres, museums, art galleries, public attractions, churches etc are private land).   
   
We would recommend following a ‘Consent Form first’ approach to any photos that you plan to use to promote the day. In some instances, though, this might not be viable, therefore, if feasible, we would suggest putting up notices informing members of the public that you are capturing content, and it is their right to not be photographed/filmed by letting you know.

If you are capturing content on private land (churches for example) then you would need to obtain a consent form for each person that is recognisable and would also require consent from the landowner to be able to capture content too.

**What top tips do you have for taking good photos of my tablecloth activities for the national moment?**

**Try taking some photos from different perspectives**   
Taking photos from a unique, unexpected angle can make them stand out — it tends to create an illusion of depth or height with the subjects. It also makes the image stand out, since most people taking photos on mobile photos are shooting images either straight-on or from above.

### **Take candid/action shots**

Posed photos can be great, but we encourage candid shots of people writing on the tablecloths, chatting, and being natural.

**Use natural light but be mindful of its position**

When taking photos, use the natural light to your advantage, use it to create silhouettes for example. Be mindful of the position of the light source too. If for example the sun is behind you, therefore the person you might be taking a photo of is facing into the sun, they are likely to be squinting due the light intensity. Try moving to the left or right and have them turn with you so they are not looking directly at the sun.

## **Have a think about the arrangement of the photo**

When framing the photo try to allow some space with the subject matter (therefore don’t try to have too much in the shot). A rule of thumb is to consider ‘the rule of thirds’, a photographic composition principle that breaks an image into thirds, both horizontally and vertically, so you have nine parts in total. According to this theory, if you place points of interest in these intersections or along the lines, your photo will be more balanced and level, and allow viewers to interact with it more naturally.

To switch the grid on:

* iPhone: Go to "Settings," choose "Camera," and switch "Grid" on.
* Samsung Galaxy: Launch the camera app, go to "Settings," scroll down and switch the "gridlines" option to "on."
* Google Pixel: Launch the Camera app, then tap the down arrow. Go to "More Settings," then "Grid type." Finally, choose the type of grid you want.

**Focus on one subject**

The subject shouldn't fill the entire frame, and two-thirds of the photo should be negative space (empty space around the subject) — that helps the subject stand out even more. But be sure you tap the screen of your smartphone to focus the camera on your subject. This will help make sure that your image is in focus and has optimal lighting.

## **Set your camera's focus** Today's phone cameras automatically focus on the foreground of your frame, but not every picture you take on your phone has an obvious subject. To adjust where you want your camera lens to focus, open your camera app and tap the screen where you want to sharpen the view.

**Avoid zooming in**

When you take a photo from a distance, it's tempting to zoom in on something specific you're trying to capture. But it's actually better not to zoom in — doing so can make the photo appear grainy, blurry, or pixelated. Move closer to your subject, considering the above tips too.

## **Hold your phone still**

While smartphones have given us the benefit of taking pictures on the go, the cameras on our phones are still sensitive to movement. To help avoid blurry or warped photos, steady your camera first.

**Share your photos on social media**

We’ve produced social media guidance and copy to help you to do this.