

Photography, Image Rights & Credit Policy

Bullock Inclusion CIC

Last updated: 12/05/2026

1. Introduction

This policy outlines how Bullock Inclusion CIC handles photography, videography, image use, and credit at our events. We are committed to respecting the creative rights and dignity of all participants, including designers, models, sponsors, and attendees.

This policy applies to:

- Official event photography and videography
 - Participant and attendee photography
 - Use of images in marketing, social media, and promotional materials
 - Credit and attribution of creative work
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2. Official Event Photography & Videography

Photography at Events

- Bullock Inclusion CIC may hire professional photographers to document events.
- Bullock Inclusion CIC may work with volunteer professional photographers to document events.

Use of Official Images

- Official event photography and video may be used for:
 - Social media promotion
 - Marketing and advertising
 - Event documentation and archives
 - Press materials
 - Cultural production purposes

Image Quality & Editing

- Photos and videos may be edited either by the original photographer or videographer, or, in some cases, by Bullock Inclusion's internal marketing team.
- There are no restrictions or exclusions regarding filters or editing styles, provided that the material remains clear, understandable, and accessible.

Crediting Official Photographers

- Official photographers will be credited on all images posted publicly.
 - Credit format: Format: **Photo by **, Year Bullock Inclusion CIC*
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3. Designer & Model Image Rights

Ownership of Design Work

- Designers retain full ownership and intellectual property rights to their designs.
- Bullock Inclusion CIC does not claim ownership over designer work shown at events.

Use of Designer Images in Marketing

- Images of designer work (clothing, accessories, etc.) may be used by Bullock Inclusion CIC for:
 - Event promotion and documentation
 - Social media
 - Marketing materials
 - Press releases and media kits
 - Cultural production purposes
- Designers will be credited alongside images of their work.
- Credit format: Format: **Design by **, Year Bullock Inclusion CIC*

Designer Portfolio Use

- Designers may use official event photography and video to promote their work in their own portfolios, social media, and marketing materials.
- Designers should:
 - Credit Bullock Inclusion CIC as the event source
 - Link back to Bullock Inclusion where possible
 - Not imply endorsement or partnership beyond the event itself

Model Image Rights & Consent

- The rights to use event images belong to Bullock Inclusion CIC, and models may use the materials for portfolio purposes provided that:
 - Bullock Inclusion CIC and the photographer are credited as follows: **Photo by **, Year Bullock Inclusion CIC*

- Models will be compensated for their participation and should be treated with professional respect.
- Bullock Inclusion CIC works with both paid models and volunteer models, depending on the nature and requirements of each project.

Model Consent Forms

- All models will sign a consent form before the event clarifying:
 - What their images may be used for
 - How they will be credited
 - Their right to request image removal or non-use
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4. Attendee Photography & Recording

General Photography Policy

- Attendee Personal Photography
 - Full recording permitted
 - Photography permitted

Recording Policy

- Attendees may record full videos during the event, provided that such recording does not interfere with the official event production or recording.

Social Media & Sharing

- Attendees are authorised to share on social media any material officially published by Bullock Inclusion CIC, as well as content personally captured during the event.
- Attendees should be mindful of other attendees' privacy and consent before photographing or recording people.
- No person should be photographed or recorded without their consent.
- All attendees will be informed about image usage rights at the time of event registration.

Designer Image Use

- **[CLIENT TO SPECIFY: If attendees photograph designs, can they share these images? Any restrictions on commercial use by attendees?]**
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5. Sponsor & Brand Image Rights

Sponsor Branding & Logo Use

- Sponsors and supporters will be promoted through event banners and advertising materials across social media platforms.

Sponsor Image Use Rights

- Sponsors and supporters may use any material produced by Bullock Inclusion CIC, provided that credit is given in the following format:
*Design by ***, Year Bullock Inclusion CIC – Photo by **, *Year Bullock Inclusion CIC*

Co-Branding & Joint Marketing

- Sponsors and supporters may create campaigns referencing Bullock Inclusion CIC, provided that such campaigns receive prior approval from the Bullock Inclusion CIC marketing and management team.

Sponsor Credit & Attribution

- All sponsors will be credited appropriately (website, event program, social media, press releases).
 - Credit format and placement: Sponsors and Supporters of Event ****: - *Captions*
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6. Press & Media Photography

Press Access

- [CLIENT TO SPECIFY: Do you invite press to events? How are photographers vetted? Any restrictions on press photography?]

Press Image Use

- Press photographers may use images from Bullock Inclusion events in news coverage with credit to:
 - The photographer
 - Bullock Inclusion CIC
 - [CLIENT TO SPECIFY: Any other required credits?]

Fact-Checking & Approval

- [CLIENT TO SPECIFY: Do press releases go through approval before publication? Who approves? Timeline?]
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7. Video Recording & Archiving

Official Event Video

- Bullock Inclusion CIC events are recorded and distributed across various social media platforms, including short-form edits for platforms such as TikTok and Instagram, as well as full-length versions on platforms such as YouTube.

Video Release Forms

- All participants will be informed about image and video usage at the time of event registration.

Video Distribution

- Videos produced during Bullock Inclusion CIC events may be distributed as short-form social media edits for platforms such as TikTok and Instagram, as well as in full-length format on platforms such as YouTube.

Video Accessibility

- Whenever possible, Bullock Inclusion CIC will produce accessible video content, including:
 - Captions
 - Audio Description
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8. Image Removal & Objections

Requesting Image Removal

- Any person who appears in official event photography or video may request removal of those images.
- To request removal, contact: bullockinclusion@gmail.com
- Include: Your name, specific image(s) or video(s) you want removed, brief reason (optional).
- Timeline: We will remove or blur images within 15 business days of your request.

Objections to Use or Credit

- If you object to how your image is being used or credited, please contact us immediately.
- We will work with you to resolve the concern, which may include:
 - Changing how an image is credited
 - Removing an image
 - Adding additional context or disclaimer

Accessibility-Related Image Concerns

- If you have accessibility-related concerns about how your image is presented (e.g., lack of captions, inaccessible video player), please let us know.
 - We will prioritise fixing accessibility issues.
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9. Commercial & Promotional Use

What Counts as Commercial Use

- Commercial use includes:
 - Using images to sell products or services
 - Using images in paid advertising
 - Using images in business materials or corporate presentations
 - Reproducing images for resale
 - Promoting events not organised by Bullock Inclusion CIC

Commercial Use Restrictions

- Any commercial use of material created by Bullock Inclusion CIC during one of its events must receive prior approval from Bullock Inclusion CIC.

Permission for Commercial Use

- Anyone wishing to use Bullock Inclusion event images for commercial purposes must obtain written permission from:
 - The photographer (if different from Bullock Inclusion)
 - Bullock Inclusion CIC (samantabullock@me.com)
 - Any person appearing in the image (for use of their likeness)
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10. Accessibility in Photography & Videography

Inclusive Photography

- Official photographers are briefed on:
 - Capturing diverse body types and abilities authentically
 - Avoiding stereotypical or "inspiration narrative" framing
 - Representing disabled people as individuals, not symbols
 - Centering the creative work, not the photographer's narrative about disability

Video Accessibility

- All official event videos include captions, transcripts, and audio descriptions (where applicable).
- Video players are accessible and keyboard-navigable.

Image Descriptions for Social Media

- All images posted to social media include alt text describing the image (not just "photo of event").
- Alt text is detailed enough for someone using a screen reader to understand the image content.

Example alt text: "Designer [Name]'s collection on the runway at Bullock Inclusion event. Model wearing [Description of outfit]. [Other relevant details]."

11. Data Protection & Privacy

Personal Data in Images

- Bullock Inclusion CIC complies with UK GDPR when collecting, storing, and using images that contain personal data.
- See our Privacy Policy for details on how we handle personal data.

Consent & Participant Records

- All consent to photograph/record is documented via consent forms or signed agreements.
 - Consent records are stored securely and retained for 5 years.
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12. Attribution & Credit Standards

Designer Credit Standards

- Designer names and/or brand names should appear with all images of their work.
- Format: Design by [Name], Collection by [Name], Year Bullock Inclusion
- Placement: Captions

Model Credit Standards

- **[CLIENT TO SPECIFY: Are models credited by name? Do they use professional names? How are they credited?]**

Photographer Credit Standards

- All official photographers are credited on published images.
- Format: Photo by: [Name], Year Bullock Inclusion

Sponsor Credit Standards

- Sponsors are credited on event images as follows:

- [CLIENT TO SPECIFY: Logo placement, text format, etc.]
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13. Complaints & Disputes

Image-Related Complaints

- If you have a complaint about how your image is being used, credited, or handled, please contact:
 - Bullock Inclusion (bullockinclusion@gmail.com)
 - Subject: "Image Rights Concern"
 - Include: Your name, which image(s) you're concerned about, and what the issue is.
 - We will respond within 15 business days with a proposed resolution.
 - If unresolved, see our Complaints Procedure for formal dispute resolution.
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14. Updates to This Policy

We may update this Photography, Image Rights & Credit Policy periodically. Changes will be posted on this page with an updated "Last updated" date.

Participants in past events will not be retroactively affected by policy changes unless the changes are beneficial to participants.

15. Contact Us

For questions about this Photography, Image Rights & Credit Policy, or to request image removal or changes, please contact:

Bullock Inclusion

Email: bullockinclusion@gmail.com

Response timeframe: 15 business days

End of Photography, Image Rights & Credit Policy

CHECKLIST FOR CLIENT TO COMPLETE:

Before publishing this policy, Samanta should:

- ☐ Decide on official event photography/videography policy (yes/no, hired vs. volunteer, etc.)
- ☐ Clarify intended uses of official images (social, marketing, archives, press, etc.)
- ☐ Draft model consent forms covering image use and compensation
- ☐ Decide on attendee photography/recording policy
- ☐ Establish designer image rights and how they can use official photos
- ☐ Clarify sponsor image rights and co-marketing policies
- ☐ Determine video recording plans (professional, archive, distribution)
- ☐ Create video release forms if recording participants
- ☐ Establish timeline for image removal requests
- ☐ Set clear credit/attribution standards for all parties
- ☐ Ensure photographers are briefed on inclusive/respectful photography practices
- ☐ Plan video accessibility (captions, transcripts, audio description)
- ☐ Brief team on policy before first event
- ☐ Link this policy on website and share with all participants
- ☐ Train team on handling image-related complaints