



NAPA – Social Media and Data Sharing Guidelines

If you are posting photographs or videos on social media or submitting them to NAPA you must:

respect and protect the privacy and dignity of people who use your service
give everyone (residents, visitors and staff) a free choice about whether they wish to be photographed or filmed and how their images will be used

If people are identifiable, the recordings will be their personal data.

You must:

comply with GDPR when posting on social media or submitting them to NAPA

You must not:

post or submit images or information that are likely to be privacy-intrusive without explicit and freely given consent

Be very careful if you post or submit images and videos of people who do not have the capacity to consent. It may help people to stay visible and engaged within the community, but this must only happen when it is clearly in the best interests of that person.

You should:

communicate with the person, as far as possible, to understand their wishes
seek guidance from their family or representatives.

Social media posts and submissions to NAPA that unduly impact upon the privacy and dignity of vulnerable people are likely to be unlawful.

The [Information Commissioner's Office](#) gives guidance on GDPR and other aspects of data protection.

Sharing data with NAPA –

When tagging NAPA on social media, sharing data on NAPA social media platforms, submitting an article for publication, entering a NAPA competition or responding to a call for promotional images please ensure you have all the appropriate permissions outlined above.

Sharing data with NAPA implies compliance with the above guidance.

Many thanks

The Communications Team – NAPA

For more information contact: communications@napa-activities.co.uk