



Photography, Video and Media Policy

Business Name: Guided by... Adelle

Practitioner: Adelle Northall

Professional Membership: Registered Member of the National Counselling and Psychotherapy Society (NCPS)

Role: Counsellor

Effective Date: 13 July 2026

Review Date: 13 July 2027

1. Purpose of this Policy

Guided by... Adelle is committed to protecting the confidentiality, privacy, dignity and safety of all clients.

This Photography, Video and Media Policy explains how photographs, videos, audio recordings and other media are managed within the practice.

The purpose of this policy is to:

- Protect client confidentiality.
- Maintain professional boundaries.
- Safeguard children, young people and adults.
- Ensure counselling remains a safe and private therapeutic space.

This policy applies to:

- Adults.
- Children and young people.
- Clients accessing private counselling.
- Clients referred through schools and organisations.
- Face-to-face and online counselling sessions.

2. No Client Photography, Video or Recording

Guided by... Adelle does not take photographs, videos or recordings of clients for any purpose.

This includes:

- Counselling sessions.
- Client activities.
- Client artwork or personal materials.
- Client testimonials in video or image format.
- Website content.
- Social media content.
- Marketing or promotional material.

Clients will never be asked or expected to provide photographs, videos or recordings as part of counselling.

3. Confidentiality and Privacy

Counselling is a confidential service.

To protect client privacy:

- Client identities will not be publicly disclosed.
- Client images or recordings will never be shared.
- Counselling sessions will not be photographed, filmed or recorded.
- Information that could identify a client will not be used for promotional purposes.

Confidentiality will always be maintained in accordance with the Confidentiality Policy, Privacy Policy and Data Protection Policy.

4. Online Counselling and Digital Recording

Online counselling sessions are confidential.

Guided by... Adelle:

- Does not record online counselling sessions.
- Does not take screenshots of clients.
- Does not photograph or capture images from online sessions.

Clients are also asked not to record sessions, take screenshots or capture images without prior agreement, as this may affect confidentiality and professional boundaries.

5. Working with Schools and Organisations

When working within schools or organisations:

- Guided by... Adelle will not photograph or record clients.
- Counselling sessions will not be used for promotional, educational or organisational media purposes.
- Any photography policies belonging to the organisation will be respected.
- Client confidentiality remains the priority.

Permission given by a school or organisation for general photography does not apply to counselling sessions.

6. Practice and Professional Images

Any photographs or media used by Guided by... Adelle for professional purposes will relate only to the practice and will not include clients.

This may include:

- Photographs of the counselling environment.
- Professional branding images.
- General business information.

No client information, client images or identifiable client experiences will be used.

7. Complaints and Concerns

If a client, parent, carer or organisation has concerns about photography, video or media practices, they are encouraged to contact Guided by... Adelle.

Concerns will be managed in accordance with the Complaints Policy.

8. Policy Review

This Photography, Video and Media Policy will be reviewed annually or sooner if:

- Professional guidance changes.
- Legislation changes.
- Practice procedures change.

Policy Approval

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Approved by: Adelle Northall

Signature: Adelle Northall

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