



## **Photography and Filming Policy**

### **1. Purpose**

The Beacon welcomes visitors taking photographs and videos for personal use, while ensuring the privacy, safety and security of visitors, retailers, staff and the shopping centre.

This policy explains when photography and filming are permitted and when prior permission is required.

### **2. Personal Photography**

Visitors may take photographs or videos using a mobile phone or small handheld camera for personal, non-commercial purposes in the public areas of the shopping centre.

Visitors must:

- Respect the privacy of other visitors.
- Avoid deliberately photographing or filming individuals without their permission.
- Avoid obstructing walkways, entrances, exits or retail operations.
- Follow reasonable instructions from shopping centre management or security.
- Not interfere with security, safety or emergency procedures.

People who happen to appear in the background of a general photograph will not normally be considered the subject of that photograph.

### **3. Photography of Retailers**

Photography or filming inside individual shops, restaurants or other tenant premises requires the permission of the relevant retailer.

Photography specifically directed at shop interiors, displays, staff or commercial operations may be restricted by the retailer or shopping centre management.

#### **4. Commercial Photography and Filming**

Professional, commercial or promotional photography and filming requires prior written permission by Beacon Centre Management.

This includes, but is not limited to:

- Advertising and marketing campaigns
- Professional photo shoots
- Film and television production
- Promotional content
- Brand campaigns
- Paid or sponsored social media content
- Photography for commercial websites or publications
- Large-scale or organised content creation

Permission may be subject to conditions, fees, insurance requirements, risk assessments and restrictions on equipment or locations.

#### **5. Equipment**

Handheld mobile phones and small cameras are generally permitted for personal photography.

Tripods, lighting equipment, large cameras, stabilisers, microphones, production equipment or other equipment that could obstruct public areas require prior permission.

Drones and other remotely operated aerial equipment are not permitted without specific written approval from shopping centre management and any other permissions required by law.

## **6. Staff and Security**

Photography or filming of security systems, CCTV equipment, security procedures, restricted areas or other sensitive operational infrastructure is prohibited.

Staff, security personnel and contractors should not be deliberately photographed or filmed without their permission, except where expressly authorised by management.

## **7. Privacy**

Visitors must respect the privacy of other people using the shopping centre.

Photography or filming must not take place in toilets, changing facilities, staff-only areas or other areas where people have a heightened expectation of privacy.

The shopping centre may ask a person to stop photography or filming where it reasonably considers that the activity creates a privacy, safety, security or operational concern.

## **8. Children and Vulnerable People**

Visitors should take particular care when photographing children or vulnerable people who are not part of their own group.

Photography or filming of organised children's activities may be subject to additional restrictions and may require appropriate consent.

## **9. Events**

Photography and filming at shopping centre events may be permitted. Event organisers may impose additional rules concerning photography, filming, publication and use of images.

Visitors attending events should be aware that general event photography and filming may take place.

## **10. Social Media**

Personal photographs may be shared on personal social media accounts where permitted by this policy.

Commercial, sponsored or promotional social media content requires prior permission from Beacon centre management.

### **11. Right to Refuse or Restrict Photography**

The Beacon reserves the right to restrict, refuse or stop photography or filming where reasonably necessary to protect:

- The safety and security of visitors and staff
- The privacy of individuals
- Retailers and their operations
- The shopping experience
- Confidential or sensitive information
- The centre's property and infrastructure

Anyone who does not comply with this policy may be asked to stop photographing or filming and, where appropriate, may be asked to leave the premises.

### **12. Permission Requests**

Requests for commercial photography, filming or use of professional equipment should be made in advance to:

**The Beacon Centre Management**

**Email:** [Information@thebeaconeastbourne.com](mailto:Information@thebeaconeastbourne.com)

**Telephone:** 01323 643 431

Requests should include the proposed date, time, purpose, locations, equipment and intended use of the photographs or footage.

### **13. Legal and Data Protection Considerations**

This policy should be read alongside the shopping centre's privacy notice, visitor terms and conditions, security policies and any applicable event-specific requirements.

Where the shopping centre itself operates CCTV or other surveillance systems, appropriate data protection requirements apply. The ICO states that

organisations using video surveillance must consider issues including lawfulness, fairness, necessity, proportionality, transparency and the handling of personal data.

**Policy owner:** The Beacon Centre Management

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