

DOCUMENT 8

Photography & Media Policy

APPLIES TO: All participants, spectators and media · Last Updated: July 2026

1 OVERVIEW

Photography and videography take place at all Vitro Vitality Games events. This policy explains how images and footage are captured, used and managed, and sets out your rights in relation to photography taken at Vitro events.

2 PHOTOGRAPHY AT VITRO EVENTS

2.1 Vitro engages content capture staff to photograph and film event activities including station performances, finish line moments, results reveals, team briefings and the closing address.

2.2 By attending a Vitro event as a participant, spectator or volunteer, you acknowledge that photography and videography will take place throughout the event.

2.3 Participants who have given media consent during registration consent to images and footage of them being captured and used by Vitro for the purposes set out in clause 3.

3 HOW IMAGES AND FOOTAGE MAY BE USED

With your consent, images and footage of you may be used for:

- Vitro's social media channels including Instagram, TikTok, Facebook and YouTube
- Vitro's website (vitrovitalitygames.co.uk) including event galleries and testimonial sections
- Email marketing communications to Vitro participants
- Promotional materials for future Vitro events including event listings on Eventbrite and similar platforms
- Press releases and editorial content about the Vitro Vitality Games
- Your personal results photo delivered to you after the event

4 WHAT VITRO WILL NOT DO

4.1 Vitro will not sell or license your image to any third-party commercial organisation without your explicit written consent.

4.2 Vitro will not use images of you in a context that misrepresents your association with Vitro or implies endorsement of any product or service without your prior agreement.

4.3 Vitro will not use images or footage that you have specifically objected to after they have been brought to our attention.

5 YOUR RESULTS PHOTO

5.1 Every participant receives an official results photo taken at the finish line showing them with their Vitality Score displayed on the TV screen. This photo is personal to you and will be delivered to your email address after the event.

5.2 This photo is provided for your personal use. You may share it on your own social media with or without tagging @vitrogames.

5.3 Vitro may use your results photo in marketing materials subject to your media consent given at registration.

6 WITHHOLDING OR WITHDRAWING CONSENT

6.1 If you do not consent to photography and videography during the Event, you must notify the Organiser in writing at least 48 hours before the Event at thorpe@vitrovitalitygames.co.uk. Opting out of media consent does not entitle you to a refund.

6.2 If you withdraw consent after images have been captured but before they have been published, we will make reasonable efforts to exclude those images from future use. Contact: thorpe@vitrovitalitygames.co.uk.

6.3 Where images have already been published, we will remove them from Vitro-controlled platforms upon request where it is reasonably practicable to do so.

7 YOUTH PARTICIPANTS

7.1 Media consent for participants under 18 must be provided by the parent or legal guardian.

7.2 Images of participants under 18 will not be published without the explicit consent of the parent or legal guardian.

7.3 Vitro will not publish the name of any participant under 18 alongside their image in any external or publicly accessible media without parental consent.

8 THIRD-PARTY PHOTOGRAPHY

8.1 Participants and spectators may take photographs for personal use during events. Vitro asks that photographs taken of other participants are not published publicly without the subject's consent. Vitro accepts no responsibility for images taken and published by third parties at events.

9 CONTENT RIGHTS

9.1 All images and footage captured by Vitro's content team remain the intellectual property of Vitro. Any commercial use by a third party requires the prior written permission of Vitro.