

NHS Shetland

Staff Guidance

Unauthorised patient/visitor photography in NHS Shetland healthcare settings

Everyone using NHS Shetland facilities and services has a reasonable expectation of privacy and dignity during their time with us.

To protect this privacy and dignity, no one is permitted to make unauthorised pictures, videos or audio recordings in healthcare settings that feature other service users, visitors or staff. No unauthorised pictures, videos or audio recordings, or comments identifying individuals, should ever be posted on any Social Media. This has potential to cause significant upset.

In all cases below:

- **Visitors** - if they refuse to stop or delete, ask them to leave the premises. If they do not, escalate to team lead/manager who may involve the police depending on circumstances.
- **Patients** - if they refuse to co-operate highlight to the nurse in charge or manager of the area, who should intervene.
- **Staff** – must work to respect the privacy and dignity of all patients, visitors and colleagues at all times.
- **All instances** of unauthorised pictures/videos/recordings being taken in clinical areas must be reported on Datix.

Photography/filming

- 1) If you see anyone taking pictures/videos/recordings ask them to stop and to delete them. Point to the poster, showing unauthorised pictures are not allowed. Explain this is to respect the privacy and dignity of patients and visitors.
- 2) If anyone tells you that someone is taking pictures/videos/recordings then ask the person taking pictures/videos/recordings to stop and to delete them. Explain this is to respect the privacy and dignity of patients and visitors. Point to the poster, showing unauthorised pictures are not allowed.
- 3) If someone claims they are taking photographs to document a complaint, encourage them to follow the appropriate procedures for complaints. Point to the poster, showing unauthorised pictures are not allowed. Explain this is to respect the privacy and dignity of patients and visitors.

Social Media

- 4) If you are aware someone has posted pictures/videos/recordings online ask them to delete immediately. Explain this is to respect the privacy and dignity of patients and visitors.
- 5) If someone raises with you the issue of pictures/videos/recordings being posted to view on social media then:
 - Find out if the person who posted the image can be identified, and then, ask them yourself to take it down. Explain this is to respect the privacy and dignity of patients and visitors.
 - Alternatively ask the person who has identified an issue if they know the person posting pictures/videos/recordings and if so then they should ask them to delete them from any social media using the explanation that this is to respect the privacy and dignity of patients and visitors.
- 6) If not resolved by points 4 & 5 - advise anyone who has identified an issue concerning themselves or someone they are responsible for that they should report to the relevant social media platform – advice below.

Corporate Services Contact Details

- 7) If even after taking forward the actions above you are still not able to remedy the situation then please contact Corporate Services for further advice on 01595 743064.

Reporting issues to Social Media platforms

General Points

- NHS Shetland may report issues on behalf of others, but unless we are the legal guardian or representative the social media platform is not obliged to assist. We can and should help individuals, their legal guardians or representatives to identify the steps they should take.
- Most social media sites expect you to confirm the issue affects you or someone for whom you are the legal representative before reporting an issue.
- Most social media sites expect you to have made an attempt to ask the poster to remove content before reporting an issue.
- You do not generally need to be a site user/member to complain
- You can report an issue affecting you, your own child, or anyone for whom you are the legal guardian or representative.
- For anyone else, share the relevant reporting/help information but either they or their legal guardian or representative will probably need to report the issue themselves.
- To find out how to complain/report an issue go to the specific site/app home page and look for the 'help' button.

Advice on popular Social Media platforms

Facebook – You do not need to be a Facebook user to report an issue.

Go to <https://www.facebook.com/help/> and look for the Report Something link (in the left hand column) and follow the directions. You will need to have the URL (web address) or be able to describe where the material is.

Twitter – You do not need to be a Twitter user to report an issue. You will need to know the Twitter id of the person who has loaded up the image or information, and ideally the tweet id. More on how to do this is available on the Twitter help pages.

Go to <https://support.twitter.com/> and look for the links to Safety and Security>Protecting your personal information>Report a violation.

YouTube – You do not need to be a YouTube user to report an issue.

Go to <https://support.google.com/youtube> and look for the links to Policies, Safety and Reporting>Reporting Centre>Other reporting options>Privacy Reporting.

There are other social media platforms such as Instagram, Snapchat, Flickr and very many others, including personal blogging sites. Most of them operate similar privacy and complaints policies. In all cases a complaint needs to be raised with each social media platform individually – for example you cannot complain to Facebook about something on Twitter.