

## **Battersea Power Station Photography Guidelines**

We regularly have photographers and videographers on site to capture events and activities at Battersea Power Station. These images may be used for marketing purposes and in our marketing material, including but not limited to social media, website, email marketing, digital and print advertising, hoarding, brochures and other collateral.

We are lawfully permitted to take and publish photographs and/or video footage of adults and children in public places, for the purposes listed above. That said, we choose to avoid using photos of people who object at the time the photo is taken. We are particularly careful when photographing children and our photographers endeavour to ask for parental permission where possible.

By law, a photographer may take a photo of whatever subject they like, providing their subject is not in a place where they might reasonably expect privacy (in their own home for example). The photographer does not need permission from the subject to take their photograph and the photographer owns the copyright to any photographs they take, not the subject. Sometimes our retailers take photos within their spaces for our use, these photos also follow the same guidelines.

As our development is private property with public access, we do not permit professional photography or professional photography equipment without prior permission, however visitors to Battersea Power Station are permitted to take photographs or videos for personal, non-commercial use in our public areas. All other uses require prior permission from Battersea Power Station Development Company. We request that visitors show consideration for the privacy and dignity of others when taking any photographs including when photographing our buildings and apartments from the outside.

Press images and filming enquiries should be made to the Battersea Power Station Press Office via email [pressoffice@bpsdc.co.uk](mailto:pressoffice@bpsdc.co.uk) or telephone 0207 062 1870. There may be some public areas at Battersea Power Station where photography is temporarily not permitted, at these locations clear signage will be visible.