

Legally Compliant Event Photos & Social Media

Plan, shoot, and publish in compliance with data protection laws.

CHECKLIST 2026



CHECKLIST

● PURPOSE & STRATEGY

● LEGAL BASIS & CONSENT

● VENDOR MANAGEMENT

● AT THE EVENT

● AFTER THE EVENT

● RESPONSE PLAN

CHECKLIST

Your Guide to Legally Compliant Event Photos

This checklist guides you through all phases of your event – from planning and execution to publication. Check off the items to minimize the risk of costly legal warnings and fines.



Note: This checklist was created with the utmost care and serves as pure orientation and does not replace legal advice from a lawyer. Any liability for the accuracy, completeness, and timeliness of the content is excluded.

1. Purpose & Strategy

- What exactly will the images be used for? (Internal documentation, PR, social media feed, paid ads?)
- Preparation for August 2026: Are AI tools planned? (e.g., Generative Fill, AI retouching)
→ As of Aug 2026, artificially generated or heavily manipulated content (deepfakes) must be clearly labeled.

2. Check Legal Basis

- Overview shots: Document legitimate interest (Art. 6 (1) (f) GDPR).
- Individuals/Close-ups: Prepare consent (Art. 6 (1) (a) GDPR).

CHECKLIST

Purpose & Legal Basis

Before you book a photographer or pull out your first camera: Clarify the purpose and the legal basis of your event photos. Proper planning protects you from expensive legal warnings.

AI Obligation from August 2026

Set up the labeling process for AI-generated or heavily manipulated content now, before the obligation comes into effect.



GDPR-compliant from the start

A documented balancing of interests is the basis for any publication of overview shots.

3. Ticketing & Invitations

- Link the privacy policy in the registration process (specific section on photo/video).
- Integrate an opt-in checkbox: No pre-ticked boxes!
→ Best Practice: Granular query (e.g., Internal purposes, Social Media)
- Place the notice on the right of withdrawal clearly visible.

4. Vendor Management

- Commitment to data confidentiality.
- Conclude a Data Processing Agreement (DPA) if the photographer stores/edits images.
- Contractual clarification: Does the photographer use cloud-based AI tools? Where are the servers?
→ Check EU/third-country data transfer

CHECKLIST

The Consent Process & Vendors

The registration process is your first touchpoint for legally compliant consent. At the same time, you must ensure that your service providers also work in compliance with the GDPR.

Best Practice

Granular opt-in requests increase the trust of your guests and give you more flexibility in the later use of the images.



Data Processing Agreement

Every photographer who stores or edits images needs a DPA with clear rules on AI tools and server locations.

5. Information Duty on Site

- Set up clearly visible signs at the entrance and check-in.
- Content of the signs: Who is photographing? What for? Where will it be published? How to object?
→ QR code linking to the privacy policy is recommended

6. The Opt-Out System

- Provide a system for guests who do not want to be photographed (lanyards, "No Photo" stickers).
- Briefing of the admission team: How is the opt-out explained and handed out?

7. Speakers & VIPs

- Obtain a separate consent (Release Form) for speakers before their appearance.

CHECKLIST

At the Event

On the day of the event, execution is what counts: Inform your guests transparently, offer a functioning opt-out system, and brief your entire team.

Observe Scraping Ban

Ensure that no unauthorized apps are used that automatically scan and match faces.



Speaker Release Forms

Release forms for speakers often also cover usage rights for the presentation – be sure to obtain them before they take the stage.

8. Photographer & Videographer Briefing

- Written or oral briefing: What are the taboo zones? (e.g., dining area, restrooms)
- Instruction on handling "No Photo" stickers – these people must not be focused on.
- Scraping ban: No unauthorized apps for automatic facial recognition.

Define Taboo Zones

Dining areas • Restrooms • Quiet zones • Cloakrooms • Backstage (if not approved) • Children's areas

CHECKLIST

Photographer Briefing

Your photographers and videographers are the key to legally compliant documentation. A thorough briefing prevents problems before they even arise.



Clear Briefing = Clear Results

The more detailed the briefing, the fewer images have to be manually sorted out or deleted afterwards.

9. Selection & Filtering

- Manual check: Are there people with opt-out indicators in the pictures? → Delete immediately.
- Metadata check: Is GPS data unintentionally being saved?

10. Publication

- Website/Press: Atmospheric pictures (legitimate interest) or pictures with consent.
- Social Media: Only pictures with explicit consent (or people unrecognizable).
- Tagging: Only tag people if explicitly requested.
- Label AI-generated content (mandatory from Aug 2026, recommended now).

CHECKLIST

Processing & Publication

The critical phase begins after the event: Every image must be checked, metadata cleaned, and the appropriate legal basis for each publication ensured.

⚠ Remove GPS Data

Many cameras automatically save location data in EXIF metadata. Remove this before publication!



AI Labeling Obligation

From August 2026, AI-generated or heavily manipulated content must be clearly labeled as such by law.

11. Documentation & Archiving

- Archive consents (digital or paper) securely and retrievably – burden of proof!
- Observe deletion periods: When will raw data be deleted? Define the process.

12. Response Plan for Revocations

- Define workflow: Responsible person with access to CMS and social media channels to remove pictures immediately.

CHECKLIST

Documentation & Response Plan

You bear the burden of proof for every consent obtained. At the same time, you need a clear workflow in case someone revokes their consent.

1

ARCHIVE CONSENTS

Save all consents securely, retrievably, and verifiably – digitally or on paper.

2

DEFINE DELETION PERIODS

Establish and document clear deadlines for the deletion of raw data.

3

CLARIFY RESPONSIBILITIES

Define a responsible person who can act immediately in the event of revocations.

4

ACT IMMEDIATELY

Remove pictures on all channels (CMS, Social Media, Press) as quickly as possible.



Legally Compliant Event Photos.

Data Protection Compliant & Secure.

With this checklist, you are optimally prepared – from planning your event to executing and publishing your pictures.

[**Try Sweap for free**](#)

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