

Last updated: 22/07/2026

Worlds Awakened Ltd creates immersive experiences, and part of that magic is capturing moments through photography, video, and audio recording. This policy explains how media is captured, how it may be used, and—most importantly—how we respect your comfort, consent, and privacy.

1. Why We Capture Media

We may take photos, videos, or audio recordings at our events to:

- Promote Worlds Awakened Ltd and future events
- Share highlights on our website and social media
- Create trailers, recap videos, or marketing materials
- Produce internal training or archival content
- Celebrate and document our community and stories

2. Consent & Participation

By attending a Worlds Awakened Ltd event, you acknowledge that photography and filming may take place in public and in-character spaces.

However, your comfort matters to us:

- You always have the right to **opt out** of being photographed or filmed.
- We will provide a **clear opt-out method** (e.g. wristbands, badges, or registration notes) at each event.
- Our crew and photographers will respect these signals and will not intentionally capture you.
- If you notice you've been captured accidentally, you can ask us to delete or not use the image.

3. In-Character vs Out-of-Character Spaces

- Media capture is more likely in **in-character (IC)** or public event areas.
- We aim to **avoid** filming or photographing in clearly marked **out-of-character (OOC)**, welfare, changing, or rest areas.
- No photography or filming is permitted in toilets, changing areas, or welfare spaces.

4. Use of Images & Footage

Any photos, videos, or recordings taken by Worlds Awakened Ltd or our approved media team may be used for:

- Marketing and promotion (website, social media, posters, trailers, etc.)
- Event recap content
- Press or promotional materials
- Internal archives and training

We will never knowingly use images that:

- Are embarrassing, distressing, or harmful to the people shown
- Violate a participant's clearly stated consent or opt-out status

5. Minors

- If an event allows under-18s, we will follow stricter consent rules.
- Parental or guardian consent will be required before capturing or using identifiable images of minors.
- If you are attending with a minor and have concerns, please speak to the event team.

6. Player-Created Media

Players are welcome to take their own photos and videos **unless stated otherwise for a specific event**, but:

- You must respect other players' consent and opt-out wishes.

- Do not film or photograph in welfare, changing, or private OOC spaces.
- Do not interfere with gameplay, safety, or immersion.
- If someone asks you not to record them, you must respect that request.

Worlds Awakened Ltd may ask you to stop recording if it causes disruption, safety issues, or breaches this policy.

7. Storage & Data Protection

- We store media securely and only for as long as necessary.
- We handle all personal data in line with UK data protection law and our Privacy Policy.
- If you can identify yourself in an image and have concerns, you can contact us to discuss removal or restricted use.

8. Requests, Concerns & Takedowns

If you:

- Do not want your image used
- Want an image removed
- Have concerns about how media was captured or used

Please contact us at:

Contact@worldsawakened.com

We'll always aim to handle requests fairly, respectfully, and promptly.

9. Changes to This Policy

Worlds Awakened Ltd may update this policy from time to time. The latest version will always be available via our official channels.