


# Photography and Videos at School Policy

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## Statement of intent

At The Sigma Trust, we use imagery and videos for a variety of purposes, including prospectuses, display boards, educational purposes, conferences and the school and Trust website. We understand that parents may also wish to take videos or photos of their children participating in school events for personal use.

Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the Data Protection Act 1998, the Trust has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The Sigma Trust has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the Trust with regard to pupils' safety.

In order to ensure that, as far as possible, the use of photography and video is used safely at all times, the policy provided below should be followed. This policy is applicable to all forms of visual media, including film, print, video, DVD and websites.

## 1. Legal framework

- 1.1. This policy has due regard to statutory legislation including, but not limited to, the following:
  - The Data Protection Act 1998
- 1.2. This policy will be used in conjunction with the following school policies:
  - Data Protection Policy

## 2. Definitions

### For the purpose of this policy:

- 2.1. **“Personal use”** of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo, and are not intended to be passed on to unknown sources. The principles of the Data Protection Act 1998 do not apply to images and videos taken for personal use.
- 2.2. **“Official school use”** is defined as photography and videos which are used for school purposes, e.g. for building passes. These images are likely to be stored electronically alongside other personal data. The principles of the Data Protection Act 1998 apply to images and videos taken for official school use.
- 2.3. **“Media use”** is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for a local newspaper. The principles of the Data Protection Act 1998 apply to images and videos taken for media use.
- 2.4. Staff may also take photos and videos of pupils for **“educational purposes”**. These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events, assessment and workbooks. The principles of the Data Protection Act 1998 apply to images and videos taken for educational purposes.

## 3. Roles and responsibilities

- 3.1. The headteacher is responsible for submitting consent forms to parents at the beginning of the academic year with regards to photographs and videos being taken whilst at school.
- 3.2. The headteacher is responsible for ensuring that all photos and videos are stored and disposed of correctly, in line with the Data Protection Act 1998.
- 3.3. The designated safeguarding lead (DSL) is responsible for liaising with social workers to gain consent for photography and videos of LAC pupils.

- 3.4. The DSL is responsible for informing the headteacher of any known changes to a pupil's security, e.g. child protection concerns, which would mean that participating in photography and video recordings would put them at significant risk.
- 3.5. The headteacher is responsible for deciding whether parents are permitted to take photographs and videos during school events.
- 3.6. Parents are responsible for completing the Consent Form on an annual basis.
- 3.7. Parents are responsible for informing the school in writing where there are any changes to their consent.

#### **4. Parental consent**

- 4.1. All parents will be asked to complete the Consent Form on an annual basis, which will determine whether or not they allow their child to participate in photographs and videos.
- 4.2. The Consent Form will be valid for the full academic year, unless the pupil's circumstances change in any way, e.g. if their parents separate, or consent is withdrawn. Additional consent forms will be required if the pupil's circumstances change.
- 4.3. If there is disagreement over consent, or if a parent does not respond to a consent request, it will be treated as if consent has not been given, and photographs and videos will not be taken or published.
- 4.4. All parents are entitled to withdraw or change their consent at any time during the school year.
- 4.5. Parents will be required to confirm on the consent form, in writing, that they will notify the school if their child's circumstances change in any way, or if they wish to withdraw their consent.
- 4.6. For any pupils in-care, or pupils who are adopted, the DSL will liaise with the pupil's social worker, carers or adoptive parents to establish where consent should be sought. Consideration will be given as to whether identification of an LAC pupil, or pupils who are adopted, would risk their security in any way.
- 4.7. Consideration will also be given to any pupils for whom child protection concerns have been raised. Should the DSL believe that taking photographs and videos of any pupils would put their security at further risk, greater care will be taken towards protecting their identity.
- 4.8. A list of all the names of pupils for whom consent was not given will be created by the headteacher, and will be circulated to all staff members. This list will be updated annually, when new consent forms are provided.

- 4.9. If any parent withdraws or changes their consent, or the DSL reports any changes to a pupil's security risk, or there are any other changes to consent, the list will also be updated and re-circulated.

## 5. General procedures

- 5.1. Photographs and videos of pupils will be carefully planned before any activity. Where photographs and videos will involve pupils in-care, adopted pupils, or pupils for whom there are security concerns, the headteacher will liaise with the DSL to determine the steps involved.
- 5.2. When organising photography and videos of pupils, the headteacher, as well as any other staff members involved, will consider the following:
- Can general shots of classrooms or group activities, rather than individual shots of pupils, be used to fulfil the same purpose?
  - Could the camera angle be amended in any way to avoid pupils being identified?
  - Will pupils be suitably dressed to be photographed and videoed?
  - Will pupils of different ethnic backgrounds and abilities be included within the photographs or videos to support diversity?
  - Would it be appropriate to edit the photos or videos in any way? E.g. to remove logos which may identify pupils?
  - Are the photographs and videos of the pupils completely necessary, or could alternative methods be used for the same purpose? E.g. could an article be illustrated by pupils' work rather than images or videos of the pupils themselves?
- 5.3. The list of all pupils of whom photographs and videos must not be taken will be checked prior to the activity. Only pupils for whom consent has been given will be able to participate.
- 5.4. The staff members involved, alongside the headteacher, will liaise with the DSL if any pupil in-care, adopted pupil, or a pupil for whom there are security concerns is involved. (see [section 6](#) of this policy)
- 5.5. School equipment will be used to take photographs and videos of pupils. Exceptions to this are outlined in [section 7](#) of this policy.
- 5.6. Staff will ensure that all pupils are suitably dressed before taking any photographs or videos.
- 5.7. Where possible, staff will avoid identifying pupils. If names are required, only first names will be used.
- 5.8. The school will not use images or footage of any pupil who is subject to a court order.

- 5.9. The school will not use photographs of children or staff members who have left the school, without their consent.
- 5.10. Photos and videos that may cause any distress, upset or embarrassment will not be used.
- 5.11. Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the headteacher.

## **6. Additional safeguarding procedures**

- 6.1. The school understands that certain circumstances may put a pupil's security at greater risk and, thus, may mean extra precautions are required to protect their identity.
- 6.2. The DSL will, in known cases of a pupil who is in-care or who has been adopted, liaise with the pupil's social worker, carers or adoptive parents to assess the needs and risks associated with the pupil.
- 6.3. Any measures required will be determined between the DSL, social worker, carers and adoptive parents with a view to minimise any impact on the pupil's day-to-day life. The measures implemented will be one of the following:
  - Photos and videos can be taken as per usual school procedures
  - Photos and videos can be taken within school for educational purposes and official school use, e.g. on registers, but cannot be published online or in external media
  - No photos or videos can be taken at any time, for any purposes
- 6.4. Any outcomes will be communicated to all staff members via a staff meeting and the list outlining which pupils are not to be involved in any videos or photographs, held in the school office, will be updated accordingly.

## **7. School-owned devices**

- 7.1. Staff are encouraged to take photos and videos of pupils using school equipment; however, they may use other equipment, such as school-owned mobile devices, where consent has been sought from the headteacher prior to the activity.
- 7.2. Where school-owned devices are used, images and videos will be provided to the school at the earliest opportunity, and removed from any other devices.
- 7.3. Staff will not use their personal mobile phones, or any other personal device, to take images and videos of pupils.
- 7.4. Photographs and videos taken by staff members on school visits may be used for educational purposes, e.g. on displays or to illustrate the work of the school, where consent has been obtained.



7.5. Digital photographs and videos held on the school's drive are accessible to staff only. Photographs and videos are stored in labelled files, annotated with the date, and are only identifiable by year group/class number – no names are associated with images and videos. Files are password protected, and only staff members have access to these passwords – these are updated termly to minimise the risk of access by unauthorised individuals.

## **8. Use of a professional photographer**

8.1. If the school decides to use a professional photographer for official school photos and school events, the headteacher will:

- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.
- Issue the photographer with identification, which must be worn at all times.
- Let pupils and parents know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of films or photographs.
- Not allow unsupervised access to pupils or one-to-one photo sessions at events.
- Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photographs for any other purpose.
- Ensure that the photographer will comply with the requirements set out in the Data Protection Act 1998.
- Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images or videos are not used for any other anything other than the purpose indicated by the school.

## **9. Permissible photography and videos during school events**

9.1. If the headteacher permits parents to take photographs or videos during a school event, parents will:

- Remain seated while taking photographs or videos during concerts, performances and other events.
- Minimise the use of flash photography during performances.
- In the case of all school events, make the focus of any photographs or videos their own children.
- Avoid disturbing others in the audience or distracting pupils when taking photographs or recording video.

- Ensure that any images and recordings taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- Refrain from taking further photographs and/or videos if and when requested to do so by staff.

## 10. Storage and retention

- 10.1. Hard copies of photos and video recordings held by the school will be annotated with the date on which they were taken and will be stored in the school office. They will not be used other than for their original purpose, unless permission is sought from the headteacher and parents of the pupils involved.
- 10.2. Digital photographs and videos will be deleted from the school drive as soon as they have fulfilled the purpose(s) they were obtained for.
- 10.3. Staff will review stored images and videos on a termly basis to ensure that all unwanted material has been deleted.
- 10.4. Parents must inform the school in writing where they wish to withdraw or change their consent. If they do so, any related imagery and videos involving their children will be removed from the school drive immediately.
- 10.5. Where hard copies of photographs or videos are held, these will be disposed of either by returning to the pupil's parents, or by shredding, as appropriate.
- 10.6. Where a pupil's security risk has changed, the DSL will inform the headteacher immediately. If required, any related imagery and videos involving the pupil will be removed from the school drive immediately. Hard copies will be removed by returning to their parents or by shredding, as appropriate.
- 10.7. Official school photos are held on the school management information system alongside other personal information, and are retained for the length of the pupil's attendance at the school.

## 11. Monitoring and review

- 11.1. This policy will be reviewed on an annual basis by the Trust Board. The next scheduled review date for this policy is Spring Term 2019.
- 11.2. Any changes to this policy will be communicated to all staff members and, where appropriate, parents.

## Images and videos parental consent form

This form explains the reasons why and how **name of school** may use images and videos of your child. Please read the form thoroughly and outline your agreement as appropriate.

### Why do we need your consent?

Without your consent, the school will not use images and videos of your child.

### Why do you we use images and videos of your child?

Images and videos of pupils are used as part of school displays to celebrate school life and pupils' achievements; to promote the school and the Trust on social media and on the Trust and school's website; and for other publicity purposes in printed publications, such as newspapers.

Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed. If a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

### Who else uses images and videos of your child?

The local media and press, take images or videos of school events, such as sports days and PROMs. Pupils will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites. The following organisations may use images and videos of your children:

Name of organisation, e.g. local newspaper / Name of organisation / Name of organisation

Where any organisations other than those above intend to use images or videos of your child, **additional consent** will be sought before any image or video is used.

### What are the conditions of use?

- This consent form is valid for **the current 2017/2018 academic year**.
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video, on our website, in our school prospectuses or any other printed publications, unless separate consent has been agreed.
- The school will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will take class images of your child which are available to purchase annually.

### Providing your consent

Please read the following thoroughly and provide your consent by ticking either 'Yes' or 'No'.

I provide consent to:	Yes	No
Using images of my child on the Trust and school website.		
Using videos of my child on the Trust and school website.		
Using images of my child on social media, including the following: <u>[Delete and/or add as appropriate] _____ Twitter / Facebook / etc etc</u>		
Using videos of my child on social media, including the following: <u>[Delete and/or add as appropriate] _____ Twitter / Facebook / etc etc</u>		
The local media using images of my child to publicise the Trust and school events and activities.		

INSERT SCHOOL LOGO



The local media Using videos of my child to publicise the Trust and school events and activities.		
Using images of my child in marketing material, e.g. The Trust, school brochures and prospectus.		
Sharing my child’s data with a school-appointed external photography company for official school images. This includes their name, class and roll number.		

**Refreshing your consent**

This form is valid for **the entire academic year, 2017/2018** – it will be updated on an annual basis. Parents are required to fill in a new form for their child **every academic year**.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos
- Changes to a pupil’s circumstances, e.g. safeguarding requirements mean a pupil’s image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend or withdraw consent, you must submit your request in writing to the headteacher. A new form will be supplied to you to amend your consent accordingly and provide a signature.

**Withdrawing your consent**

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

**Declaration**

I, \_\_\_\_\_ (name of parent/carer), understand:

- Why my consent is required.
- The reasons why **name of school** uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school and The Sigma Trust uses images and videos of my child.
- I have provided my consent above as appropriate, and the school and The Sigma Trust will use images and videos of my child in line with my requirements.
- Consent is refreshed on an annual basis and I must re-provide consent if I consent to images and videos of my child being used in other academic years.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to the headteacher.

If you have any questions regarding this form, please do not hesitate to contact the school office at **email address** or **phone number**.

Parent Name: ..... Parent Signature: .....

Child’s Name: ..... Class: ..... Date: .....