

Use of Photos, Videos and Display Boards Policy

This policy is to be used across all of DEMAT	Version	Date
DEMAT Officer responsible for updating content – DPO	1	2 nd May 2018
Date approved by DEMAT Standards & Ethos Committee	1	
Effective date as determined by DEMAT	1	25 th May 2018
Policy to be reviewed annually from date last approved by DEMAT Standards & Ethos Committee	1	Annually

Use of Photos, Videos and Display Boards Policy

The Diocese of Ely Multi-Academy Trust and its schools are committed to safeguarding all pupils in its care, and all employees, governors and volunteers.

Under the General Data Protection Regulation (GDPR), it is necessary to have a 'lawful basis' (legal reason) for processing personal data, both photographs, videos and display boards come under this remit.

Photographs/Videos for official use across the trust

The trust will always seek to get consent from parents/carers/employees/governors and volunteers to use photographs or video footage for official use across the trust, these may be used for, but not limited to:

- Website's and other promotional materials across the trust
- For use in marketing material (prospectus)
- Display boards
- Newsletters
- Media use (local/national newspaper)

Parents/carers will be asked to complete a consent form when their child starts at a school within the trust. The form will be deemed to cover the pupils time at the school and will be disposed of using the Trusts Retention Guidelines once the pupil leaves the school unless another form is completed that supersedes it during this time. Parents/carers can change their mind at any time and withdraw consent by asking for another form, completing it and returning to the school office for processing, at this time the previous form will be given back to the parent/carer for disposal, this is to ensure that only one form is on file preventing the use of the wrong form being processed. If consent is withdrawn, the school will arrange to get deleted any photographs or videos held by the trust.

The trust will not display photos of pupils with names unless additional written consent has been sought. Where there are safeguarding issues around a pupil(s), photos will not be used without prior approval and written consent from the relevant authorities involved.

Employees/governors and volunteers will also be asked to complete a consent form when they start at the trust.

Photographs/Videos taken by parents/carers

When parents/carers take photos or videos at any function run by the trust, for example, school performances, these are classed as being for personal use and therefore will not be subject to the GDPR.

Parents/carers will however be asked not to share or publish images on social media or elsewhere on line for potential safeguarding reasons.

Photographs/Videos taken by school photographers/journalists

The photographer will officially own the photos they have taken, but they will only be able to use these photos for the specific purposes that parents and/or pupils consented to on the completed, signed consent form. School photographers provide a signed declaration confirming that this is the case.

If the photographer/journalist wishes to subsequently use photos for purposes not initially consented to, they will need consent from the parent/carer to allow the specific use of the photo(s). The trust **cannot** give consent on the behalf of pupils/parents.

Display Boards / Notice Boards / Staffroom / walls across the Trust

Any of the above used throughout the trust will not have any data/information displayed that is not anonymised unless written consent has been received from parents/carers/employees/governors or volunteers.

The following personal data of pupils, employees, governors and volunteers will not be on display around the trust. This includes but not limited to:

- Names
- Telephone Numbers
- Addresses
- Medical conditions

Information that may be required in an emergency will be kept in a secure area where it is only available to persons that need to access it. The DPO for trust staff and the headteacher for schools will ensure that any emergency information is provided only to the person(s) that need it to carry out their role within the school and will ensure that this is only given out to anyone who has read the trusts data protection policy and returned the signed declaration.

Consent form for taking and using photos or videos - pupil

Child's name:

School:

Date

Dear Parent/Carer

Throughout schools in the Trust, schools sometimes take photographs or videos of pupils. We use these photos or videos in various forms for example in the school's prospectus, on the school's website and on display boards around school, and for use as evidence for curriculum purposes.

We would like your consent to take photos or videos of your child and use them in the ways described above. If you're not happy for us to do this, that's no problem – we will accommodate your preferences.

Please tick the relevant box(es) in relation to the questions below and return this form to school.

	Photos	Videos
I am happy for the school to take photos or videos of my child.	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used on the school website.	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used in the school prospectus.	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used in/on internal displays.	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used in/on school documentation	<input type="checkbox"/>	<input type="checkbox"/>
I am NOT happy for the school to take or use photos or videos of my child	<input type="checkbox"/>	<input type="checkbox"/>

If you change your mind at any time, you can let us know by emailing or writing to the headteacher or just popping in to the school office and completing another form. If you have any other questions, please get in touch.

You may have already given consent, and you may be wondering why we are asking for your consent again?

You may be aware that there are new data protection rules coming in from May. To ensure we are meeting the new requirements, we need to re-ask your consent to take and use photos of your child. We really value using photos of pupils, to be able to showcase what pupils do in school and show what life at our school is like to others, so we would appreciate you taking the time to give consent again.

Parent or carer's signature:

Parent or carer's name:

Date

Consent form for taking and using photos or Videos – for persons other than pupils

Employee/Governor/Volunteers name:

Trust location:

Date:

Dear Colleague

Across the trust we sometimes take photographs or videos of Employee/Governor/Volunteers. We use these photos or videos in various forms for example in any of the trust's prospectus, on the trusts websites and on display boards around the trust.

We would like your consent to take photos or videos of yourself and use them in the ways described above. If you're not happy for us to do this, that's no problem – we will accommodate your preferences.

Please tick the relevant box(es) in relation to the questions below and return this form to your line manager or headteacher.

	Photos	Videos
I am happy for the school to take photos or videos of myself	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used on the school website	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used in the school prospectus	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used in internal displays	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used in school documentation	<input type="checkbox"/>	<input type="checkbox"/>
I am NOT happy for the school to take or use photos or videos of myself	<input type="checkbox"/>	<input type="checkbox"/>

If you change your mind at any time, you can let us know by emailing or writing to your line manager / headteacher or just by requesting another form. If you have any other questions, please get in touch.

You may have already given consent, and you may be wondering why we are asking for your consent again?

You may be aware that there are new data protection rules coming in from May. To ensure we are meeting the new requirements, we need to re-seek your consent to take and use photos of your child. We really value using photos of anyone working in our trust, to be able to showcase what we do in and across the trust and show what life at the trust is like to others, so we would appreciate you taking the time to give consent again.

Signature:

Name:

Date:

Place of work: