

St Ives Infant School

Photography and Video Policy

1. Principles

This policy details the rules governing photography and recording videos at the school, the distribution of these photos and videos, and their publication on the internet. It covers the rules for staff, governors and parents, and is founded on four main principles:

Safety

The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at the school.

Privacy

We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at the school.

Projecting the right image

Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.

Sharing children's achievements

It is natural for every parent to want to share their children's activities and achievements at school with their friends and family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

2. Consent

When a child joins the school, their parent or guardian is asked for consent for the child to appear in photos on the school website. Parents may withdraw consent at any time, or grant consent if they had previously declined.

3. School Website

The school endeavours to publish a selection of photos and videos of school events and general school life.

Any material published to the website will be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school or the children and staff involved.
4. It should not usually include any child who left the school more than two years ago.

Photos and video intended for the school website should be taken either by a member of staff, or another person authorised by the headteacher. These photos and videos must be approved by the headteacher prior to publication on the website; the mechanism for doing this should be agreed by the headteacher and the photographer.

4. Rules for Parents, Carers and Governors

Parents and carers are permitted to take photographs and record videos at designated school events, as long as they agree to the conditions described in this policy. These events include musical performances, sports days and Christmas plays

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports day, it includes the playground and field. It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the head teacher.

Outside designated events

It is not permitted to use a camera on school premises **at any time** outside these designated events unless explicitly authorised by the head teacher.

Distribution and publication of photos and videos

Photos taken at these events are for the parent's/carer's personal use only. They may be shared by email with friends and family, but **must not** be published on **any** internet site. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services.

The reason for this restriction is that it is not possible for an individual parent/carer to ensure that all four of the safeguarding rules described above are adhered to at both the time of publication, and later.

Sharing photos on the school website

As described above, the school endeavours to publish a selection of photos and videos from events on the school website. Parents/carers may share links to these pages on social media services, because any photos or video appearing on the school website will have been checked to ensure they conform with all the safeguarding rules. These links will cease to work once the photos have been removed from the school site.

Parents/carers may download the photos from the school website for their own personal use, but they may not republish them anywhere on the internet.

Photos featuring only your own children

There is one exception to the internet publication rule. If the photo or video includes **only** their own children, a parent/carer may share it on the internet however they like. For this exception to apply, **there must be no other children in shot**, however briefly or clearly they can be seen. The reason for this exception is that the school recognises that how parents/carers use photos of their own children is a decision purely for them.

Withdrawal of permission

Failure to adhere to these conditions may, at the discretion of the head teacher, lead to a withdrawal of permission to use a camera at future events.

5. Rules for Staff

- Staff may take photos and video anywhere within the school for the purposes indicated on the parental consent form.
- These may be published to the school website if they conform to the safeguarding rules described above.
- They may not be published on any other internet or social media site, except those that are used by the school website.
- Photos may be stored on password-protected staff laptops. They should be deleted once they are no longer needed, or when the featured children have left the school.
- Photos may be shared with other members of staff by email to support teaching work. They may not be shared with friends and family.
- Only school cameras can be used to take photographs.
- Members of staff who are also parents or guardians of children at the school are permitted to take photographs at school events under the terms described in "rules for parents, guardians and governors".

6. External Photographers

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the head teacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.