

Woodthorpe J.I. School

Photography and Videos at School Policy

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Statement of intent

At Woodthorpe JI School, we use imagery and videos for a variety of purposes, including prospectuses, display boards, educational purposes, conferences and the school 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 school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The school has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the school 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:

- GDPR 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 (Looked After Child) 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 LAC pupils, 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 LAC pupils, 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 LAC pupil, 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 an LAC 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 (eg i-pads) are used, images and videos will be provided to the school, uploaded to the school system 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 purpose other than indicated by the school.

9. Permissible photography and videos during school events

Woodthorpe J.I. School recognises the need to respect children's and parents' rights of privacy and is aware of potential child protection issues.

9.1. If the **headteacher** permits photographs or videos during a school event, parents/carers will:

- Be asked for their permission before photography is allowed (Appendix 1).
- Be asked not to take photographs/videos during school events.
- Be reminded not to use any photographs, inadvertently taken, of other children on the internet.
- The school will ensure that children who should not be photographed, for example those whose parents/legal guardians have refused consent, are not included in any images.
- Parents/carers can take images of their own child participating in school activities for family and personal use and, where possible, school will give them the chance to do this.

- The school will ensure that children are appropriately dressed.
- Use of cameras and other equipment will be monitored.

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 **CMIS** alongside other personal information, and are retained for the length of the pupil's attendance at the school.
- 10.8 Photographs on class blogs sites will be retained for the length of the pupils' attendance at the school. Photographs on twitter will be deleted annually and the website images will be updated every 5 years (including school prospectus).

11. Monitoring and review

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

The Rights of Every Child

Woodthorpe JI School uses the U.N. Convention of the Rights of the Child to ensure that every policy supports the improvement of life chances for children.

Signed:

Date: 24th May, 2018

Review: May, 2019

Name of pupil:	
Name of parent:	
Year group and class number:	

Dear parent,

Please understand that, occasionally, photographs of your child at school may be used in printed publications like the school prospectus and newsletters, project display boards or on the school website. Video recordings may also be used for school conferences or educational purposes.

Our school may also be visited by the media in order to celebrate a particular achievement or as part of footage for a high-profile event.

To comply with the Data Protection Act 1998, GDPR May 2018, and to protect your child's interests, please read the conditions of use and complete and submit the form below.

Please tick the relevant boxes where you give your consent to photographic images and videos of your child being used. Please also indicate whether you consent to your child's name being associated with their image.

	Agree to: Use of images or videos	Agree to: My child being named
In school materials aimed at the school community, e.g. prospectus, newsletter, displays around school		
On the school website		
In media/press coverage of the school		

I confirm that I have read and agree to the terms contained within this consent form, and agree to inform the school, in writing, of any changes to my consent.

Parent signature:	
Date:	

For office use only

Consent form received (date):	
Authorised (name):	
Authorised (signature):	