



USE OF PHOTOGRAPHIC IMAGES POLICY

Approved and signed by the Board of Trustees

18/5/17

RENEWAL DATE: MAY 2020

MAY 2017

CHANGES

Version 4

This policy has been adopted from Plymouth City Council.

February 2008: Policy issued by Plymouth City Council

September 2011: Policy reviewed

September 2013: Policy reviewed

October 2015: Policy reviewed

October 2017: Policy reviewed

May 2017: Policy adopted and reviewed by Discovery Multi Academy Trust

CONTACTS

If you have any questions regarding this policy, please contact the Chief Executive Officer or Chair of the Board of Trustees.

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POLICY STATEMENT

Discovery Multi Academy Trust (“the MAT”) has a **Use of Photographic Images Policy**, which is in place in accordance with data protection and human rights legislation. General photographs taken for curricular, assessment, security, registration, training and development or travel reasons will not be used for any other purpose. Publicity photography is helpful in publicising the success of the MAT’s academies and in promoting educational initiatives. From time to time, members of the press and media are invited into the academies to cover events celebrating success. However, the views of parents/carers who, for any reason, do not wish their children to appear in such photographs, will be respected at all times.

SCHOOL TRIPS

Photography by staff on school trips and visits may be used in the curriculum and displayed within the academy, on the academy or MAT website, or at parents’ evenings to illustrate work. Parents/carers may be allowed to purchase a copy of a photograph of their individual child, or as part of a group, if the parents/carers of the other children in the group are in agreement.

CONCERTS/PLAYS/PRIZEGIVING/SPORTS DAYS/ASSEMBLIES

When general photography is permitted, parents/carers/ and guests should take care to avoid distracting pupils and the audience. They should observe any constraints imposed by staff. Video or sound recording of a copyright musical or theatrical performance is normally forbidden and photography may also be restricted for reasons of child protection or out of respect for the rights and privacy of individuals. If so, photography opportunities will, instead, be arranged before or after a performance or event, if possible.

If parents/carers are unsure whether or not permission has been given by staff to record a particular performance or event, they should ask the Chief Executive Officer or Head of School.

SCHOOL PHOTOGRAPHER

Class and individual or group photographs are annual school events. Parents are asked in advance whether or not they wish their children to be included in these events. Reputable commercial photographers are involved and the law allows them to retain the copyright of the photographs.

OTHER CIRCUMSTANCES

There may be other circumstances, falling outside the normal day to day activities of the academy, in which photographs are requested. The MAT recognises that in such circumstances, specific consent from a parent/carer will be required before photography or filming of children can be permitted.



PARENT/CARER USE OF PHOTOGRAPHIC IMAGES AGREEMENT

Photographs and videos taken at school are a source of pleasure and pride for families, which can make children feel good about themselves. By following some simple guidelines, we can proceed safely and with regard to the law:

- Remember that parents, carers and others attend school events at the invitation of the Executive Headteacher;
- The Executive Headteacher has the responsibility to decide if photography and videoing of school performance is permitted;
- The Executive Headteacher has the responsibility to decide the conditions that will apply so that children are kept safe and that the performance is not disrupted and children and staff not distracted;
- Parents and carers can use photographs and videos taken at a school event for their personal use only. Such photos and videos must not be sold and must not be put on the web/internet. Too do so would likely break Data Protection legislation;
- Recording or photographing other than for your own personal use would require the consent of all the other parents whose children may be included in the images;
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity;
- Parents and carers must not photograph or video children changing for performances or events;
- If staff do not recognise adults using a mobile phone, camera or video recorder, they may need to check who they are;
- Mobile phones must not be used anywhere on MAT premises;
- Mobile phones must not be used for photography by parents/carers when in an academy building. This includes when attending workshops, meetings or events held in a child's class.

I agree that if I take digital or video images at, or of, events which include images of children, other than my own, I will abide by these guidelines in my use of these images.

I agree to all the conditions stated above.

I understand that the MAT retains the right to refuse permission to parents to use cameras and video equipment on MAT sites who do not follow the conditions outlined in the Discovery Multi Academy Trust Use of Photographic Images Policy.

Signed Date

Child's name Class

WORKING WITH THE MEDIA

CONSENT FORM

As you may know, academies in Discovery MAT are sometimes in the media, perhaps for a production or a charity event. Photographing and recording of children is usually a part of this. Photographs taken by the press are displayed on their website and are available for anyone to purchase.

For our records, please fill in the slip below. Please be aware that if you circle 'no' for the academy website, this also denies your child being pictured on the newsletter, as this content is also uploaded to the academy website. Thank you for your co-operation in this matter.

I am happy for my child Class to work with the media and be (please delete as appropriate):

- Photographed when taking part in school events. There may be photographs taken by other parents/carers **YES/NO**
- Interviewed by the press, radio or TV **YES/NO**
- Filmed or videoed (this includes school, other parents/carers and press) **YES/NO**
- In publications or publicity produced by Discovery Multi Academy Trust and any of its academies **YES/NO**
- On the academy/MAT website **YES/NO**

Please note that websites can be seen throughout the world and not just in the United Kingdom, where UK law applies. Please also note that the local press often require children to be named.

I have read and understood the conditions of use, as outlined in the Use of Images Agreement.

Name of the child Class

Name (in block capitals)

Parent/carer signature Date

Address

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.....
.....

Contact number