



Photography and Images in the School Environment Policy

DATE APPROVED: 9th March 2017

APPROVED BY: Teaching and Learning Committee (Safeguarding Committee)

DATE TO BE REVIEWED: 8th March 2022

Photography and Images in the School Environment Policy

1.0 Purpose

1.1 To safeguard our children, and to comply with the requirements of the Data Protection Act 1998 and the Human Rights Act 1998, the school must take great care when it uses photographs, videos and webcams of clearly identifiable people. The purpose of this policy is to define the ways in which the school will meet these requirements.

2.0 Principles

- 2.1 The school will always get the consent of parents or carers prior to using any images of any kind of their children to promote the school.
- 2.2 The school will try to avoid using images of children after they have left the school even when consent has been given. The exception to this includes: group photos when a particular child leaves before the rest of the peer group, school website or photo boards within school which are not updated as regularly.
- 2.3 The school will only use images of children in suitable dress, for example they will avoid using pictures of children in swimming wear.

3.0 Exemption from Scope

- 3.1 The Data Protection Act does not prevent individual parents or carers recording, filming or photographing their sons or daughters at school events; this is covered by an exemption to the Act.
- 3.2 The Data Protection Act exempts photographs taken for the purposes of journalism. The school has no control over photographs of children that may be taken by the press at various events.

4.0 Consent

4.1 When a child joins our school we will send a Photo Consent Form via parent mail to the parents or carers to establish their wishes with regards to images of their child. New forms will also be issued annually at the start of the year, we will use the consent given on the latest form submitted.

5.0 Websites

5.1 The school will apply the following BECTA guidelines on the school web site:

- Personal details or full names (first name and surname) of any child or adult in a photograph will not be used, although first names can be used in some circumstances.
- Personal e-mail or postal addresses, and telephone or fax numbers will not be used
- Photographs uploaded to the web site will not have file names that contain the child's name
- If a photograph of a child is included their name will not be used as the caption or within the accompanying text.
- If a child is mentioned by name in the text then there will not be a photograph of that child included.
- Group photos will have generic names such as "the senior netball team" or "a science lesson".
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6.0 School prospectuses and other literature

6.1 Although most school literature is sent to a very specific audience, the school will avoid using personal details or full names of any child in a photograph. We will also avoid naming a child in the text or accompanying photo caption if they appear in a photograph - and vice versa.

6.2 The following phrase will be included in the School Prospectus.

'The school may on occasions use photographs of the children to promote the school; you will be invited to sign a consent form to indicate whether you agree to your daughter/son's image being used in this way.'

7.0 Videos

7.1 The school will obtain parental consent using the Photo Consent Form before any children can appear in a video.

7.2 Parents can make video recordings of nativity plays and similar school events because, as individual parents, they are covered by a data protection exemption that allows this.

8.0 Webcams

8.1 In the event that the school use web cams for video conferencing or security signs will be displayed in the affected areas so that adults and children are aware that they may be filmed.

8.2 The signs will explain:

- Why the webcam is there,
- What the images will be used for, and
- Who might look at the pictures.

9.0 Photo Consent Forms

9.1 Photo Consent Forms will be obtained when the child starts at the school and will be kept on file until they leave.

9.2 Photo Consent Forms will make it clear that if permission is given, school could use the photographs on the school website, local newspapers, internal display boards etc.

9.3 They will remind parents and carers that websites can be seen throughout the world and not just in the United Kingdom, where UK law applies.

9.4 If a parent has indicated that their child's image cannot be used then that information will be kept by the school office in a file.

10.0 The rights of school staff

10.1 Whilst it is important to protect the rights of the children, schools should not lose sight of the requirement to also look after the rights of staff. Whilst it is not necessary to obtain written consent of the school staff before using their images, the purpose of the photograph should be explained to the staff member to allow them to make their own mind up without pressure.

Approval

Approved at the full governing body meeting held on Thursday 9th March - minute number G950.3

Date for review: 8th March 2022

Committee responsible: Teaching & Learning (through the Safeguarding Working Party)