



Photography and Images in the School Environment Policy

DATE APPROVED: 8th March 2022

APPROVED BY: Teaching and Learning Committee (Safeguarding Committee)

DATE TO BE REVIEWED: March 2023

Photography and Images in the School Environment Policy

1.0 Purpose

- 1.1 This policy covers the use, storage and deletion of still and video images at the school.
- 1.2 We believe children and young people should never experience abuse of any kind and we have responsibility to promote the welfare of all children and young people and to take, share and use images of children safely. To safeguard our children, and to comply with the requirements of the Data Protection Act 2018 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. This policy applies to all staff, governors, volunteers and other adults associated with Naphill and Walters Ash School.

2.0 Principles

2.1 We recognise that:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation
- the welfare of the children and young people taking part in our activities is paramount
- children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images
- there are potential risks associated with sharing images of children online.

Therefore the school will:

- 2.2 Always get the written consent of parents or carers prior to using any images of any kind of their children.
- 2.3 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.
- 2.4 Only use images of children in appropriate clothing (including safety wear if necessary) for example they will avoid using pictures of children in swimming wear.
- 2.5 Change the names of children whose images are being used in our published material whenever possible (and only use first names if we do need to identify them) and never publish personal information about individual children.
- 2.6 Only use images that positively reflect young people's involvement in the activity.
- 2.7 Delete images from storage devices once the child/ cohort of children has left the school.

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 Photo Consent Forms will be obtained when the child starts at the school and will be kept on file until they leave. 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. This will explain what images will be used for, how they will be stored and what potential risks are associated with sharing images of children; making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information). New forms will also be issued annually at the start of the year, we will use the consent given on the latest form submitted by parents/ carers.

4.2 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.

4.3 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.

4.4 It will make it clear that if a child or their family later withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published.

4.5 If children, parents and/or carers do not consent to photographs being taken, we will respect their wishes. We will agree in advance how they would like to be identified so the photographer knows not to take pictures of them, and ensure this is done in a way that does not single out the child or make them feel isolated. We will never exclude a child from an activity because we do not have consent to take their photograph.

4.6 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.

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".

6.0 School newsletters 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.

7.0 Filming and 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.
- 7.3 When children themselves, parents, carers or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announce details of our photography policy before the start of the event.

This will include:

- Reminding parents/ carers that they need to give consent (annual Photo Consent Form) for school to take and use their child's images.
- That photos taken during the event should not be shared on social media or they gain permission from children, their parents and carers before sharing photographs and videos that include them recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share.
- asking for photos taken during the event not to be shared on social media or asking people to gain permission from children, their parents and carers before sharing photographs and videos that include them.
- reminding children, parents and carers who they can talk to if they have any concerns about images being shared.

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 Children's use of Cameras and Mobile phones

9.1 Children are not allowed to film or take photos in school or on residential or day visits. Children are not allowed mobile phones or cameras in school or to take photos or film other children. Under exceptional circumstances, where children have permission to bring Mobile Phones to school, they are asked to sign a Mobile Phone Agreement which outlines the appropriate use and behaviour and the consequences of misuse.

9.2 Children may occasionally be allowed under adult supervision to use school cameras to take images for school activities such as residential trips, school newsletters and local bulletins. Images will be uploaded by school staff into a secure storage place.

10.0 External professionals outside of school

- 10.1 If school hires a photographer for one of our events, we will seek to keep children and young people safe by:
- providing the photographer with a clear brief about appropriate content and behaviour
 - ensuring the photographer wears identification at all times
 - informing children, their parents and carers that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared
 - not allowing the photographer to have unsupervised access to children

- not allowing the photographer to carry out sessions outside the event or at a child's home
- reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

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.

11.0 Storage of images

11.1 The school will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law. We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access. Images will be stored for a period of up to a year, (exception – school poster board images on walls in school). Naphill and Walters Ash school does not permit staff and volunteers to using any personal equipment to take photos and recordings of children, unless with explicit permission from the Headteacher in which case images are to be deleted immediately after download to the PDrive. Otherwise only cameras or devices belonging to the school should be used.

12.0 Related Policies and Procedures

This policy statement should be read alongside our organisational policies and procedures, including:

- Safeguarding and Child Protection policy and procedures.
- Code of conduct for staff and volunteers.
- Online safety policy and procedures for responding to concerns about online abuse