

Formatted: Strikethrough



Photographic and Visual Images Policy



School Photography Policy

Please read with the E Safety Policy and the Statement on the Use of Mobile Phones in the EYFS

Background

In our MAT, we recognise photography as a useful tool, and it is used routinely in many ways. For example, for record keeping, for classroom displays, as part of teaching, and as an important part of children's own work and their learning. On occasions photographs are also used for the press, or for the school website, Twitter and for other promotional purposes. We also recognise that parents may wish to take photographic images/and or record video images of their own children participating in school events. However, we are also sensitive to the wishes and rights of parents who may not want their children to be photographed, and/or who might have concerns about the possible future use of such images.

We are very aware of our responsibility to protect the children in our care from harm, and we will take every possible step to do so.

The taking of photographs in school is an increasingly complicated and sensitive area, because technology has now made it much easier for pictures and images to be used, shared or distributed inappropriately, both as printed material or as a digital image. Increased use of the Internet and social media has also presented new issues. It is therefore important that schools take practical steps to ensure that photography on school premises, or at school events, reflects the protective ethos of the school.

In order to ensure that, as far as possible, such photography complies with safeguarding requirements, the advice provided below should be followed. For clarity the following definitions are provided, and refer to this entire document:

Photographs / Photography refers to any photographic image, still or moving, captured by any photographic device, including mobile phones. This includes analogue and digital images, still and moving images, however stored or transmitted.

School curriculum / internal use:

Photographs/digital images or video footage taken for curricular use, or for displays, workbooks, school trips, notice boards, school events and/or assessment purposes.

School Publicity photography

Photographs/digital images/video footage used to help promote and publicise the success of the school through newsletters or the prospectus. This may on occasion also involve outside agencies such as the local press.

School Website/Twitter photography

Photographs/digital images/video footage used to celebrate individual, class and/or team success or highlight good practice within the school. Photographs of children will always be anonymous. No name will ever be displayed by a photograph.

School Photographer

Class and individual/family school photographs taken by a reputable commercial photographer and sold to parents. Parents are always advised of this in advance, and will have the opportunity to opt out if they so wish.

School Events

Photographs or videos taken of school concerts, productions and other performance events, sports events (including sports day), sports fixtures, fetes, enrichment and 'challenge' events, educational visits, services, etc.. Unobtrusive and sensitive photography will normally be permitted, if it is possible at a particular point in the event, though some restrictions may be necessary for reasons of safeguarding/ child protection or out of respect for the rights and privacy of parents who have ~~withheld or withdrawn~~ not provided consent for their child being photographed. Video or sound recording of copyright musical or theatrical performance is normally forbidden.

The Legal Position

It is not illegal for photographs of children to be taken in school by staff and using school equipment but it is sensible to comply with all current recommendations and/or good practice since photographs and video images ~~may be of individuals~~ are classed as personal data under ~~the terms of the~~ Data Protection Legislation. Therefore, such images may only be used for school publicity or ~~other for similar~~ purposes in cases in which the consent of the parent or legal guardian has ~~not been withheld or withdrawn~~ been collected.

In our MAT, we will not display personal images on websites, in publications or in a public place where such consent has been withheld or withdrawn and will, wherever possible, avoid naming individual children.

Parental Consent

As a minimum requirement, all parents/carers will need to know that their children may be photographed at school and the opportunity will always be open for parents to withhold or withdraw consent for:

1. Photographs or videos taken by members of staff for school based publicity and promotional purposes (school newsletters/ prospectus) or for anonymous use on the school website.
2. Photographs or videos taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success.
3. Photographs or videos taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.

The Withholding or Withdrawal of Consent letter will be issued to all parents each September and a central file record retained of any responses received. If consent is not specifically withheld or withdrawn by a parent/carer, then the school will imply that consent has been granted. The views of parents who, for any reason do not wish their child/children to appear in such

photographs will be respected at all times and all reasonable measures will be taken to ensure compliance with their request, including when on educational visits, sports fixtures, etc.

Use and Storage of Photographs and Video Images

Photographs taken as records of events or for educational purposes may be displayed around school on display boards and/or in evidence files and are then archived after use.

Photographs:

Are not exchanged with anyone outside school or held for private use. Members of staff are only permitted to take photographs and/or digital images of children in "school or educational provision settings" and may only use school approved and purchased cameras or recording equipment. The use of personal mobile phones to take digital images is not permitted. Neither staff nor other adults within school are permitted to take photographs of children in a one to- one situation or when children are in vulnerable situations, such as when they are upset or not appropriately dressed. Photographs may only be stored in a secure location for example on the school's internal server.

As part of specific curriculum items and on certain special occasions (e.g. at leavers' ceremonies), children may be allowed by staff to take photographs of each other. This will always be at the discretion of staff, who will intervene if necessary in order to prevent the taking of inappropriate images or videos.

Should the school learn about any inappropriate use of images involving children, the school will take immediate and proportional action including, if judged necessary by staff in consultation with the Headteacher, recording and reporting of any incidents which could raise child protection concerns.

Photography during school events

While we recognise and will try to accommodate the wishes of family members to take photographs or videos of their own children or grandchildren during school events, including concerts, productions and other performance events, sports days, etc., we also recognise that the taking of photographs, videos and the increasing use of mobile phones to record images can prove very distracting to both the performers and others in the audience, especially if carried out insensitively.

It is also the responsibility of the school to ensure that we are compliant with safeguarding requirements at all times and do not put at risk the safety of any vulnerable children. In addition, such events can involve all children throughout school or at the very least all the children from a particular key stage, and sometimes may even include children from other schools, such that complying with the wishes of those parents who do not wish their child to be photographed is a complex and sensitive matter.

In order to minimise disturbance, the school will, if possible, arrange for official photographs of concerts, productions and other such performance events to be recorded by nominated and DBS checked individuals (e.g. staff, governor, parent). These photographs and/or video could then be made available to parents for a donation to school funds shortly after the event when they sign

to say it is solely for personal use and not for distribution. However, if family members do wish to take photographs or video with their own cameras during a performance, or indeed during any other school event, the school will normally permit this, providing that the following ground rules are adhered to in order to respect others and ensure safeguarding is not compromised:-

In the case of concerts, productions and other performance events:

- As an invited guest of the school ensure that you follow their requests as to when and where you can safely take photographs, and only of your own child. This will usually be at the end of an event and only in a particular area.
- Every effort will be made that any and all images taken at school events are exclusively for personal use and are not uploaded to the internet under any circumstances, posted on social networking sites or openly shared in other ways.
- Refrain from taking further photographs and/or video if and when requested to do so by staff.

To avoid any disappointment and confusion, all parents will be notified of the requirement to observe the constraints on the use of photography and digital images in advance of any school performances, productions or other similar events.

As noted above, it may be necessary for the school to request that no photography or filming take place at a school event (for example, to account for specific safeguarding needs). In such circumstances, this restriction will, as far as possible, be made clear to all those attending before the event begins. Anyone who continues to take photographs, video or other images after being informed of such a restriction will be asked by a member of staff to stop and to delete any material they have recorded.

Please note that the use of personal cameras, mobile phone cameras or other recording equipment is prohibited on school premises at all other times. Children may then only be photographed by members of staff and using school equipment, and only if the parents or legal guardians of a child have not withheld consent.

Please speak to the Headteacher if you are unsure about the appropriate use of photographic or recording equipment and/or subsequent use and sharing of images.

School Website / Twitter Images

The school website supports communication with parents and pupils and helps to promote and publicise the success of the school. Pupil's schoolwork is sometimes displayed on the website and can occasionally include discreet images of children engaged in curriculum or enrichment activities. However, images of children are always used anonymously and never in cases in which parents or legal guardians have ~~withheld consent~~ not given consent. Any ~~subsequent~~ requests from parents to remove images of their children will always be respected but parents must realise that images/videos posted in a public domain such as the school's website/Twitter account are accessible from the wider world.-

Commented [SJ1]: If you can see their faces it's not anonymous. If you cannot identify the child from the photo then it is anonymous, but then you do not need consent...

Monitoring and Evaluation

The Inspire Multi Academy Trust has a duty of care and responsibility towards pupils, parents and staff and the care, safety and privacy of the individual is the key feature of this policy.

The policy will be reviewed by the Local Governing Body as part of the school's monitoring cycle.

Next Review Date

Autumn 2022

~~December 2018~~

Signed: _____