



Photography Policy 2023

Our Vision

"Together we Sparkle and Shine" is the vision for our school and this principle underpins all the work of the school.

We aim to create an outstanding, caring school community where everyone is valued and developed to their full potential as individuals, learners and as members of communities where they will play a part now and in their future lives.

Our Values

These are the key values that underpin all the work of the school;

-  Kindness
-  Respect
-  Honesty

PHOTOGRAPHS - SCHOOLS PHOTO POLICY

The use of photography and images in the school environment.

Introduction

The Data Protection Act 2018 and the introduction of the Human Rights Act 2018 has meant that we need to exercise more care in the use of photographs, videos and webcams of clearly identifiable people. Also, increased use by schools of the Internet has led to several requests for advice on using images of children and adults both on a website and on printed publications. The key point to remember is that schools should always have the permission of either the pupil or the parents prior to using their image.

The Data Protection Act 2018 also affects our use of photography. The Act does not prevent individual parents recording, filming or photographing their sons or daughters at school events; this is covered by an exemption to the Act.

Using Images to Promote the School

Consent

If a school intends to use images of its children to either promote the school or to place on a website or social media, it is necessary to follow some simple steps.

As a general rule, always try to get the consent of any subject in a photograph or in a proposed photograph. In the case of our school, this will generally mean obtaining the permission of the parent or guardian. Since most children attend our school for a period of 3 years, it seems sensible to get consent for the period a child attends our school. We send a consent form to parents with the school registration pack, to cover the period that their children will spend at our school.

We avoid using photographs of children after they have left our school unless specific consent is received from the family.

Occasionally, members of the press may take photographs or film footage at our school. Photographs taken for the purpose of journalism are exempt from the Data Protection Act.

Only use images of pupils in suitable dress, to reduce the risk of the images being used inappropriately.

We are aware of copyright implications with any photographs that you may use from elsewhere.

Websites

The ICO has a website that advises on these issues:

<https://ico.org.uk/for-the-public/schools/photos/>

This website contains lots of useful information for schools that use the Internet or have their own website.

We recommend that school websites avoid using:

- Personal details or full names (first name and surname) of any child or adult in a photograph, although first names can be used in some circumstances.
- Personal e-mail or postal addresses, and telephone or fax numbers.

If you use a photograph of an individual pupil, don't include that child's first name in the accompanying text or photo caption. If a pupil is named in the text, don't include a photograph of that child. This will avoid the risk of inappropriate and unwelcome attention from people outside the school. When using group photographs, ensure that they have general labels such as "a science lesson" or "making Christmas decorations".

School prospectuses and other literature

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

The school prospectus informs prospective parents of the school's approach to publishing images.

The school may on occasions use photographs of the children to promote the school, Parents are asked to sign consent form to indicate whether they agree to their daughter/son's image being used in this way.

Videos

Before any children or young people up to the age of 18 can appear in a video, you must get parental consent. You can do this in the same way as for photographs of children, using the relevant parental consent form. Similarly, you must get the permission of anyone in your video that is not part of a crowd and is easily recognisable.

In the past, we have been asked whether parents can make video recordings of nativity plays and similar school events. They can because, as individual parents, they are covered by a data protection exemption that allows this.

Webcams

Photography Policy Reviewed Autumn 2023

Next review Autumn 2026

With the increasing use of webcams for events such as video conferencing, it is necessary to be more aware of the data protection requirements of this medium. The regulations for using webcams are similar to those for CCTV (closed-circuit television). This means that the area in which you are using the webcam must be well signposted and people must know that the webcam is there before they enter that area. This has the effect of getting their consent.

Like photographs, you must tell the person:

- Why the webcam is there,
- What you will use the images for, and
- Who might want to look at the pictures.

Getting consent

As mentioned above, it is important to get parental consent when a child starts at your school. Once the consent form has been signed, you should keep it on file.

The consent form must make it clear that you could use the photographs on your school website, as well as in printed publications for promotional purposes.

Be aware that websites can be seen throughout the world and not just in the United Kingdom, where UK law applies.

The rights of school staff

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.

Safeguarding

This policy should be read in conjunction with:

KCSIE (current)

Code of Conduct

GDPR

ICT Acceptable Use

See Appendix 1 as a separate document evidencing the form we have all parents to complete – Multiple Permissions Approval & Agreements 2023/24