



All Saints' CE (VC) Primary School

Photographs and Photography Policy

This Policy applies to all pupils including EYFS

Introduction

Photography in schools is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of Safeguarding and Copyright in performances.

All Saints' School recognises that it is difficult to balance the benefits of having photographic records of the wide variety of events that take place day to day in a school environment, whilst also appropriately protecting the individuals associated with the school. Extra care must be taken when considering the role of photography with EYFS pupils in the school.

Definitions

'Photography' includes photographic prints, streaming media and transparencies, video, film and digital imaging, created using devices such as cameras, video cameras, phones or tablets, etc.

'The School' is All Saints' CE (VC) Primary School. 'In School' is whenever and wherever pupils and staff are the responsibility of or representing the School.

'Parent' means anyone with parental rights and responsibilities in relation to a student, or EYFS pupil including Guardians and Carers

Photography Policy Statement

- Photographs taken for curricular or assessment reasons will not be used for any other purpose. This includes EYFS pupils who have their photographs taken to provide evidence of their achievements for developmental records (EYFS Framework 2012) and as part of their end of Foundation Stage Profile.
- Publicity photography is helpful in publicising the success of the pupils and the school and in promoting educational initiatives. From time to time members of the press and media are invited into school to cover events celebrating success. However, the views of parents who, for any reason, do not wish their children to appear in such photographs will be respected at all times. (See Appendix 1- Consent Form)
- All Saints' School will judge each situation regarding photographs and video images portraying pupils on a case by case basis.
- The School will use reasonable judgement when using images for the progression of the School and its pupils whilst always respecting the wishes of the individual and their parents.

Aims

The policy aims to:

- Facilitate photography for the business purpose of the school
- Facilitate photography for educational and record keeping purposes, including the EYFS Profile.
- Respect the rights of the individual
- Safeguard individuals
- Allow personal family photography where possible

Use of Digital and Video Images

The development of digital imaging technologies has created significant benefits to learning, allowing staff and pupils instant use of images that they have recorded themselves or downloaded from the internet. However, staff and pupils need to be aware of the risks associated with sharing images and with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term.

There are many reported incidents of employers carrying out internet searches for information about potential and existing employees. All Saints' School will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm (see Acceptable Use Policy for Pupils; Acceptable Use Policy for Staff and Staff Code of Conduct):

- When using digital images, staff should inform and educate pupils about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.
- Staff are allowed to take digital / video images, using School equipment, to support educational aims, but must follow school policies concerning the sharing, distribution and publication of those images.
- Care should be taken when taking digital / video images that pupils are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Pupils must not take, use, share, publish or distribute images of others without their permission
- Photographs published on the website, or elsewhere that include pupils will be selected carefully and will comply with good practice guidance on the use of such images.
- Pupils' full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Written permission from parents or carers will be obtained before photographs of pupils are published on the school website or for other promotional material (appendix 1) Cameras are prohibited in the toilet area of EYFS classrooms.

- Visitors, volunteers and pupils are not permitted to use their own mobile phones to take or record any images of EYFS pupils at any time

Photography by School Staff School staff can be involved in the photography of pupils and staff for the following main purposes:

- Pupil administration
- Curriculum work
- EYFS Profile record keeping and evidence gathering
- Community activities

Good Practice

The following advice represents good practice in the use of photographic images involving pupils.

1. When taking a picture The School must obtain the consent of the pupil and the pupil's parent or carer including EYFS pupils. (Data Protection Act 1998)
2. Ensure that the commitment made in the consent form (appendix 1) is followed: a) not to name the student b) Not to use the photograph out of context c) Not to use the photograph to illustrate sensitive or negative issues
3. When photographing pupils:
 - a. Check parents/carers have given permission through the Consent Form (appendix 1). Staff should note that a list of pupils without Media Consent will be kept centrally in the School Office. It is each member of staff's responsibility to check this list if they intend to use any images of pupils.
 - b. Ensure all pupils are appropriately dressed.
 - c. Avoid photographs that only show a single child with no surrounding context of what they are learning or doing. A photograph for identification purposes may endure for several years but should not be retained when replaced or expired.
 - d. Do not use images of a pupil who is considered vulnerable.
 - e. Avoid naming pupils. If a name is required use only the first name.
 - f. Use photographs that represent the diversity of the pupils participating.
 - g. Events such as, Sports day and Fundraising Events may be recorded by video and photographs by staff and parent/carers. However School Productions and the EYFS Nativity Play will be photographed professionally and parents will be requested not to.
 - h. Report any concerns relating to any inappropriate or intrusive photography to the Safeguarding Officer.
 - i. Do not use any images that are likely to cause distress, upset or embarrassment.
4. Staff should use school equipment wherever possible for recording images of children. If exceptionally it is necessary for staff to use their own equipment (eg due to the malfunction of school equipment or an unexpected event) then the image

should be handed to the school at the earliest opportunity and deleted from staff equipment, including mobile phones.

5. Notwithstanding the above the School recognises that pupils and staff may take their own equipment on trips and expeditions in which case the images should be downloaded onto the school site as soon as possible and then be removed from their own recording device.
6. Many mobile phones have in built cameras and staff are advised to use these sparingly, if at all. We understand that to capture a 'moment' to use as evidence or promoting the use of personal phones, by Staff, is permitted. However, the images should be declared to the Head and DSL/DSP and downloaded as soon as practical and deleted from the device immediately after download.
7. Visitors may only use their phones outside the building.
8. Photographs taken by staff on school visits may be used in the curriculum and displayed within the school or at parents' evenings to illustrate the work of the school provided they have the appropriate consent.
9. Parents may be allowed to purchase a copy of a photograph of their individual child, or as part of a group, if the parents of the other pupils in the group are in agreement.
10. Copyright and use of photographs is carefully controlled by and retained safely by the school. Photographs taken professionally are circulated to parents, for purchase, by way of a secure, password protected website which is approved by The Head.
11. Photographs held by the school must be annotated with the date on which they were taken and stored securely. They should not be used other than for their original purpose, unless permission is obtained.
12. Digital photographs are stored on the Shared Drive and are accessible to Staff only. Photographs are stored in labelled files and annotated with the date. Identification is by Cohort only and no names are associated with the images.
13. Staff will regularly review stored images and delete unwanted material.

Photographs by Other Authorised Agencies

The involvement of other agencies can only be authorised by the Headteacher. The other agencies are:

- Reputable commercial photographers, commissioned by the Headteacher. The law allows them to retain the copyright of the photographs.
- The press and other media. Copyright rests with the photographer. The purpose of the pictures must be explained to the parents/carers and written permission (through the Media Consent Form) must be sought. Pupils must not be photographed for these purposes under any circumstances unless written permission has been obtained. Parents should be made aware that, when class or group photographs are taken by a commercial agency, the photographer retains the copyright. They should be given contact details of the agency used.

Appendix 1

Images and Videos - Parental Consent Form

This form explains the reasons why and how All Saints' CE (VC) Primary School may use images and videos of your child. Please read the form thoroughly and outline your agreement as appropriate.

Why do we need your consent?

All Saints' CE (VC) Primary School requests the consent of parents on an annual basis to use images and videos of their child for a variety of different purposes.

Without your consent, the school will not use images and videos of your child. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in this form.

Why do you we use images and videos of your child?

All Saints' CE (VC) Primary School uses images and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote the school on social media and on the school's website; and for other publicity purposes in printed publications, such as newspapers.

Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

All Saints' CE (VC) Primary School may take images or videos of individual pupils and groups of pupils to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

Who else uses images and videos of your child?

It is common that the school is visited by local media and press, who take images or videos of school events, such as sports days. Pupils will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

The following organisations may use images and videos of your children:

- Parish magazine
- Local newspaper

Where any organisations other than those above intend to use images or videos of your child, **additional consent** will be sought before any image or video is used.

What are the conditions of use?

- This consent form is valid for the **2018/2019** academic year.
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video, on our website, in our school prospectuses or any other printed publications.
- The school will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may use work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will take class images of your child which are available to purchase annually.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria.

The school will **only** publish images and videos of your child for the conditions that you provide consent for.

Name of parent:			
Name of pupil:			
Year Group:			
I provide consent to:	Yes	No	
Using images of my child on the school website.			
Using videos of my child on the school website.			
Using images of my child on social media, including the following: Facebook (Parent's Page only)			
Using videos of my child on social media, including the following: <ul style="list-style-type: none"> Facebook (Parent's Page only) 			
The local media using images of my child to publicise school events and activities (only including the organisations outlined above).			
The local media Using videos of my child to publicise school events and activities (only including the organisations outlined above).			
Using images of my child in marketing material, e.g. the school brochure and prospectus.			
Sharing my child's data with a school-appointed external photography company for official school images. This includes the following: <ul style="list-style-type: none"> Name Class Roll number 			

Refreshing your consent

This form is valid for the entire academic year, **2018-2019** – it will be updated on an annual basis. Parents are required to fill in a new form for their child every academic year.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos

- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the Headteacher. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the Headteacher.

Declaration

I, _____ (name of parent), understand:

- Why my consent is required.
- The reasons why All Saints' CE (VC) Primary School uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school uses images and videos of my child.
- I have provided my consent above as appropriate, and the school will use images and videos of my child in line with my requirements.
- Consent is refreshed on an annual basis and I must re-provide consent if I consent to images and videos of my child being used in other academic years.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to the Headteacher

Name of parent:

Signature:

Date:

If you have any questions regarding this form, please do not hesitate to contact the Headteacher on 01902 894452 or headteacher@allsaints-trysull.staffs.sch.uk