



Introduction – Why this is important

- Photos and videos can be an effective way to show parents and the local community the activities and learning that takes place at your school.
- Using new technologies such as digital cameras and websites makes it easier to take images and show them to the world, but you have a responsibility to make sure that individual and parental rights are respected, and that vulnerable individuals are protected from risk.
- Issues of child protection, data protection and parental consent need careful thought. It is important to make a balanced judgement on the use of photographs etc. Schools are as likely to be criticised for over-reacting as they will for apparently not being concerned.
- These guidelines are intended to apply to all forms of publication, in print, on film or video, on websites and in the media.

Staff taking photographs

- It is essential in KS1 and EYFS that staff use school devices such as iPads for images and videos.
- In KS2 because there are not sufficient iPads and staff are not recording activities on a regular basis, phones are acceptable under the circumstances below and in line with our Online Safety Policy.

Getting consent for children and young people

- Photos and videos taken purely for personal use such as by parents at Sports Day or by grandparents videoing a nativity play do not breach the General Data Protection Regulations and are allowed. No consents are needed.
- Photos taken for official use may be covered by the General Data Protection Regulations. Permission from a pupil's parent/carer is required before a photo is taken for a publication, website or display in a public place. This includes areas where visitors have access.
- Consent from parents/carers should be sought for the duration of the child's time at the school.
- The consent form with QR code / link to the Google Form should be included with the school registration pack. One of the consent form questions should ask parents / carers to confirm they understand they can contact the school office to change or withdraw their permission at any time.
- If the two parents/carers disagree over consent for their child to appear in photos or videos, it should be treated as if consent has not been given.
- Where children are Looked After the school must gain consent on the corporate parent's behalf from the social worker.

Use of images – planning

- Make sure that people are aware about what their image will be used for; be as specific as possible about what sorts of photos might be taken – for example:
 - Photos for publication in local papers.
 - Media photography of school drama, music and sporting events.
 - Photographs of school activities for use in school brochures and publicity materials.
- Make sure that only images of pupils in suitable dress are taken to reduce the risk of images being used inappropriately. Screen all images for acceptability, and if there is any possibility that a photograph

could be used inappropriately then destroy it. Particular care should be taken with photos taken during PE and swimming lessons to maintain modesty.

- Where possible, use general shots of classroom or group activities rather than close up pictures of individual children. Consider the camera angle; photographs taken over the shoulder or from behind, are less identifiable.
- Make sure that photo shoots are inclusive and show a range of different pupils from diverse backgrounds and abilities such as different ethnic backgrounds and positive images of children with disabilities.
- Rarely there may be situations in some adoption placements or children resettled after domestic violence for example where the child's security is known by the school to be at stake indicating the need for extra care as such children must not appear in photographs.

Naming Pupils

- If a photograph is used, avoid naming the pupil in full (first name and surname). Use general captions.
- If a pupil is named in full in the text of a publication, avoid using their photograph.
- Check that children are not inadvertently named because they are wearing a name badge. Children can be identified by logos or emblems on sweatshirts. Remove these before the photograph is taken, or blank them out in the production process.

School plays and other events

- There are a number of issues to consider when allowing photography/video recording at school events. For example:
 - Disturbance to other members of the audience.
 - Distraction to the children taking part in a performance especially where flash is used.
 - Copyright restrictions.
 - Parental objection.
 - Safeguarding concerns.
- Fear of breaching the Data Protection Act should not be wrongly used to stop families taking photographs or videos of school events.
- Parents and carers and their families can use photographs and videos taken at a school event for their own personal use **and not to be posted on internet sites and social networking under any circumstances**. Such photos and videos cannot be sold and must not be put on the web/internet as that would contravene Data Protection legislation.
- You should make all parents/carers aware in advance of the event that other parents may want to video or photograph performances as a record of their child's work.

School fairs and open evenings

- If taking general shots at these events of pupils and visitors for publicity purposes, warn people in the invitations you send that this will take place, so that general consent is implied by attendance.

Outside events

- Pupils may take part in public performances outside the school. In these cases, the event organiser should seek the permission of parents or carers for photos to be taken and used in publicity.

Press photography and media filming

- The media operate under their own Code of Practice. Photos taken by the media are usually exempt from the General Data Protection Regulations.
- Pupils should not be approached or photographed at school without the permission of the school authorities. However, the media may be invited into school to publicise an event or the school may be approached by the media regarding a news story.

- Newspapers will often want to name children in photographs – their first name and surname, and often their age as well. For this reason, it is important that parents/carers are aware of this and give them an opportunity to object to their child being in media photos.
- If the media are invited into the school for publicity purposes, it is important that you inform parents/carers whose children may feature in photos or filming.
- If there are children who should not be identified as going to the school even if they are in a big group shoot and are not named, keep them away from the cameras.

Video conferencing

- Explain to parents how this is used and why, and that it means sending images over the internet that might be stored for educational use in schools. If parents/carers have not given permission for internet publication of their child's photo, then angle the webcam to avoid these children.

CCTV

- Closed circuit television (CCTV) as a security measure is operated in accordance with the principles of data protection. The Information Commissioner has issued guidance on the use of CCTV.

Storage of images

- If the photo is likely to be used again, make sure that it will be stored in a secure place and is only accessed by people who are authorised to do so. Digital images such as those used for pupil passes should also be stored securely, including any images stored on CD or other disks and on the school's computer network. Electronic images should be stored on media which are protected by password. Do not re-use photos for more than a year after the pupil leaves the school (see below);
- Photographs that have been used historically for publicity either on the school prospectus or for marketing purposes are often used after the child has left the school up to seven years after the child has left; these photographs will only be used for their intended purposes. After the implementation of GDPR, parental consent will be sought for continued use.
- In the case of CDs and other media which cannot be erased electronically, render the disk unusable.
- If there are photos on file that have already been taken, but don't have written permissions to use them on websites, renew parental permissions for this before.
- Staff are advised to use school equipment to take photographs and ensure they are stored and used in an appropriate way in line with this policy, the Online Safety policy and the Acceptable Use Agreement.