




# Photography Policy

Date reviewed	January 2023
Frequency	Annually
Next review date	March 2024
Reviewed by	Health & Safety, Premises & Safeguarding Committee

Signed:   
**Chair of Governors**

Dated: 09/02/2023

Signed:   
**Principal**

Dated: 09/02/2023

## **1. Introduction**

The word photography is used in this policy to include traditional photographs and digital images of any kind, still and moving. This includes photographs and videos taken on a camera, phone or any other electronic device.

At Goldington, photographs add colour, life and interest to displays, resources, articles and/or use of social media to promote school activities and initiatives. They can increase pupil motivation as well as helping parents and the local community identify and celebrate the schools' achievements.

However, in order to respect pupils' and parents' rights to privacy and because of potential child protection issues, photography must be used in a responsible way. Goldington is committed to safeguarding and promoting the welfare of pupils and expects all staff, visitors, parents, carers and pupils to share in this commitment.

This policy seeks to achieve a practical balance to secure the above. The purpose of this policy is to set out the school's position in relation to use of photography and video in school by staff, visitors, parents, carers and pupils.

## **2. Opportunities for Photography / Videoing**

There are many times in the school year when photography is used, including:

- Performances and events;
- School trips and visits both in and out of school;
- Professional individual and class photographs;
- To display within the school;
- To share aspects of school life with the wider community through social media, school website, press releases, school prospectus etc.;
- To record achievements;
- To record lessons for coaching purposes (improving teaching and learning).

## **3. The Use of Images**

There are different ways in which these images will be used:

- Images taken and used personally by parents and carers;
- Images which may be displayed in and around the school;
- Images which will be shared with others in the school community;
- Images which are available to a wider audience;
- Images taken by staff.

This policy intends to clarify arrangements for the use of images and consent required in each of these circumstances.

#### **4. Data Protection Act 1998**

The Data Protection Act 1998 affects the use of photography. An image of a child is personal data and it is, therefore, a requirement under the Act that consent is obtained from the parent/ carer for any images made by the school. It is also important to take into account the wishes of the child, remembering that some children do not wish to have their photograph taken.

##### **Parental Consent**

On admission of a pupil to the school, all parents/carers will be asked during the admission process to electronically sign a photography consent form ([see appendix 1](#)) which makes clear the school's policy on:

- How and where photographs will be used;
- The period of consent;
- The storage of photographs.

The electronic consent is stored within SIMS. A register is kept of pupils who must not be included in photographs, videos of school events, etc. This register is regularly updated, with any changes emailed immediately to all staff in school.

All reasonable measures will be taken to ensure that no pupil on the register is photographed or filmed in school, by a visitor to the school or while on an educational visit outside school.

Photography will not be taken of pupils when they are vulnerable, for example upset, hurt or in a state of undress. This includes times when children are changing for an event.

The parental consent form will include publication on the school website.

#### **5. Guidance for Parents**

When parents attend events and performances within school, they may take photographs of their children for their own use. Parents/carers will be prompted with a verbal announcement at the start of an event that any images must be taken for personal use only. A reminder will also be included on any programmes produced for the event.

Photography/videoing will not be permitted in areas where children are changing into costumes/PE kits etc.

It is not illegal to take photographs of children in school, but photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Increasingly, technology is making it easier for pictures and images to be used inappropriately as printed material or on the web. It is important that pictures/images of children taken by parents/carers are done so in a way that reflects the protective ethos of the school and that parent/carers are aware of their responsibilities in this matter.

Pictures/images of children in school, taken by parents/carers, should not be displayed on websites, in publications or in public places; this includes all forms of social media. It is important that such records remain private and for parents/carers own personal use.

In order for the school to ensure that, as far as possible, parents/carers use of photography and videos is safe, parents/carers and visitors are asked to sign a form to agree that any images they take of school activities will not be used inappropriately (see [appendix 2](#)).

## **6. Storing of Images**

Digital images will be stored securely on the school's network and only used by those authorised to do so. Photography taken as records of events or for educational purposes may be displayed around the school.

Images captured for coaching purposes will be deleted once the coaching cycle has been completed or the video has served its purpose. These images will not be downloaded from the school's network or used for any other purpose.

## **7. Use of Mobile Devices by Staff**

When using a mobile device, e.g. a mobile phone or tablet, to photograph pupils in school or out on a trip or visit, staff must not use their own personal devices. They must use devices supplied by the school.

Staff must ensure that these images are stored safely, and take full responsibility for their use, in line with this policy.

If lessons are being filmed for coaching purposes or to record achievements, equipment provided by the school must be used, not personal devices.

## **8. Use of Photography by Pupils**

The school is committed to safer Internet use by all pupils. Pupils are regularly reminded through termly internet safety lessons (Computing curriculum); programmes of study within Lifeskills lessons; assemblies; Theme of the Week; posters around school; assemblies and workshops run by the NSPCC/Police; Newsletter items; information on the desktop of all computers in school etc., about the dangers of sharing information and images online. Pupils are regularly reminded and encouraged to only share information with people they know and trust.

## **9. Sharing Images Online**

Images placed on the school website, school Twitter feed, school Facebook account and photographs used within the press, will only be used where it is of benefit to the school, e.g. in demonstrating an aspect of the school which is most effectively displayed with children in the picture. Examples of this might be to recognise school successes; showcasing events such as performances, trips and visits; publicising up and coming events; sharing aspects of school life with the wider community. Parental permission for such images will be through the admissions consent form unless personal information, such as pupils' surnames, are to be used, in which case permission will be sought separately.

## **10. Review**

This policy will be reviewed by the Governing Body in line with the safeguarding policy, in view of the continual advances in technology.

**APPENDIX 1**



**Photograph and Moving Image Consent**

Goldington Academy would like to take photographs and/or video recordings of pupils whilst they attend the school to celebrate their achievements and successes. Still or moving images may be published in our printed publications (e.g. school prospectus, newsletters, school newspapers, etc) and/or on our website ([www.goldington.beds.sch.uk](http://www.goldington.beds.sch.uk)), press releases, school Twitter feed and/or school Facebook page. They may also be used to promote the good educational practice of the school to other teachers, e.g. at training events organised by the Local Authority or national education/government institutions. Pupils' surnames will never be published alongside their photograph without additional consent.

Photographs/videos may also be published for internal use only, as part of pupils' regular classroom work e.g. on classroom/corridor displays, within multimedia projects (e.g. Powerpoint), on the school's internal network and to share educational achievements with the school community, e.g. video presentation of a school trip. Electronic images, whether photographs or videos, will be stored securely on the school's network which is accessible only by authorised users and/or on electronic devices supplied by the school.

Before using any photographs/videos of your child, we need your permission. Please tick the relevant box to confirm your consent.

This will be valid from the date of signing until your child leaves the school. Photographs and videos may be securely archived after your child has left the school but will not be re-used or republished externally without renewed consent. Archiving provides a valuable record of the school's history for future generations.

A full copy of the school's policy on the safe use of children's photographs may be obtained upon request to the School Office and is also available on the school website.

**I/We give permission for my/our child to be photographed or videoed for school publicity purposes.**

☐ Yes

☐ No

**Add signature:.....**

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## APPENDIX 2

### Photographing/Videoing Pupils at School Events

We recognise that parents, carers and family members may wish to record events such as performances, sports days etc. to celebrate their child's achievements. Goldington is happy to allow this on the understanding that such images/recordings are used for purely personal use.

Photography/videoing will not be permitted in any areas where children are changing, e.g. into costumes/PE kits.

It is not illegal to take photographs of children in school, but photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018.

Increasingly, technology is making it easier for pictures and images to be used inappropriately as printed material or on the web. It is important that pictures/images of children taken by parents/carers are done so in a way that reflects the protective ethos of the school and that parent/carers are aware of their responsibilities in this matter.

Images of children (photographs and videos) in school or at events where pupils are representing the school, taken by parents/carers, should not be displayed on websites, in publications or in public places; this includes all forms of social media. To do so would likely break Data Protection legislation. It is important that such records remain private and for parents/carers own personal use.

A full copy of the school's policy on the safe use of children's photographs may be obtained upon request to the School Office and is also available on the school website.

**I/We agree that any images (photographs or videos) that I/we take in school or at events where pupils are representing the school, will not be displayed on websites, in publications or in public places; this includes all forms of social media. Such images will remain private and for my/our own personal use.**

☐ Yes

☐ No

**Add signature:.....**