



## **SCHOOL PHOTOGRAPHIC GUIDELINES**

### **RATIONALE**

The school uses images and videos for a variety of purposes, including its prospectus, display boards, educational purposes and the school website. Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the GDPR and the Data Protection Act (DPA) 2018, the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The school has implemented guidelines on the safe use of photography to reflect the protective ethos of the school with regard to pupils' safety. In order to ensure that, as far as possible, the use of photography and video is used safely at all times, the procedures provided below should be followed. These guidelines are applicable to all forms of visual media, including film, print, video, DVD and websites.

### **AIMS**

Our school aims to ensure that:

- Pupils are protected whilst at school and during assemblies, events and activities, specifically those where photographs or videos may be taken to capture the moment.
- Everybody is clear on our approach to photographs and videos being taken of pupils during our events and activities.
- Ensure that we operate in line with our values and within the law when creating, using and sharing images of pupils.

These guidelines apply to all staff, volunteers, parents/carers, visitors and other adults associated with the school.

### **LEGISLATION AND STATUTORY GUIDANCE**

These guidelines have due regard to all relevant legislation including, but not limited to, the following:

- The Data Protection Act 2018
- The General Data Protection Regulation
- The Freedom of Information Act 2000
- The Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004 1.2.

These guidelines have been created with regard to the following guidance:

- ICO (2018) 'Guide to the General Data Protection Regulation (GDPR)'.

### **GENERAL PROCEDURES**

- Photographs and videos of pupils will be planned in advance.
- A list is maintained of all pupils for whom consent has not been given. This will be updated immediately if a parent/carer withdraws consent and circulated to appropriate staff.
- The list of all pupils for whom photographs and videos must not be taken will be shared at the beginning of the school year when staff have a new class of pupils or when consent for a pupil/s changes. Prior to an event or activity where photographs/video footage will be taken, staff will check the lists again prior to the activity.
- Only pupils for whom consent has been given will be included in published photographs.
- School will never exclude a pupil from an activity because we do not have consent to take their photograph.
- If a parent/carer withdraws consent, it will not affect the use of any images or videos for which consent had already been held. Withdrawal of consent will only affect further processing.
- The school will not display images of pupils on websites, in publications or in a public place without consent of their parent/carer. The definition of a public place includes areas where visitors to the school have access.

- Embarrassing or distressing images will not be used. Neither will images associated with distressing or sensitive issues be used.
- Where the school has invited the media to take photographs of an event, only pupils for whom consent has been provided will be included in photographs, and only first names will be published. If the full name is required consent will be sought first, and home addresses will never be given. Staff should check in advance to ensure that the media's requirements can be met. If it is not possible then it will be necessary to forego the publicity opportunity.
- Images must not be taken of pupils inappropriately dressed or out of context. Images must not be taken of pupils changing or getting ready for an activity, or 'behind the scenes'.
- Images will not be used that only show a single pupil with no surrounding context of what they are learning or doing.
- Use photographs/images that represent the diversity of the young people participating.
- Report any concerns relating to any inappropriate or intrusive photography to the Headteacher immediately.
- Remember the school's duty of care and challenge any inappropriate behaviour or dialogue immediately.
- Regularly review stored images and delete material that is no longer needed.
- Photographic images of pupils should be taken on school owned equipment and only stored on school devices / server.
- The content of any equipment capable of taking and storing photographic/digital images (e.g. cameras, PCs, laptops, iPads, tablets) should be inspected at random intervals to ensure suitability.
- All volunteers, visitors and external staff are made aware that they are not allowed to use their mobile phone/devices in the presence of pupils via the Safeguarding Commitment that they sign on their first visit (annually for repeat visits) to the school.

### **SHARING OF IMAGES**

- All images taken by members of staff or volunteers at school or on school activities remain the property of the school.
- Images must not be shared with anyone outside the school or held for private use.
- No digital image will be uploaded onto any internet/intranet system without the express permission of the pupil's parent/carer.
- Images may under no circumstances be emailed or shared via private e-mail accounts unless a parent has asked for a photo of their child to be sent to them. Such photos must be of that child only and permission must be sought from the Headteacher.
- Unless specific prior consent has been obtained, members of staff and volunteers must not post school images on personal pages of social networking sites or other websites.

### **USE OF A PROFESSIONAL PHOTOGRAPHER**

- The school will ensure that the photographer complies with the requirements set out in the GDPR and the DPA 2018.
- Only children for whom consent has been provided will be included in individual / group / class photographs.

### **PHOTOGRAPHY AND VIDEOS DURING SCHOOL EVENTS**

- Parents / Carers / Visitors will be requested to refrain from taking photographs and/or videos at all school events as the school has no control over which pupils are *actually* in the images; there may be pupils present for whom there is no consent to be in photographs and further, the school has no control over how any images will be used.
- The school understands the law does not prevent people from taking photographs of pupils (e.g. from outside the school fence). If a person is noticed taking such photographs any vulnerable pupils who are outside at the time will be moved indoors. The person/s will be approached by staff and asked to stop immediately and delete any photos already taken.

**Guidelines Review** These guidelines will be reviewed and approved when needed by the Headteacher.

