

Northop Hall CP School Photography and Digital Video Policy

At Northop Hall CP School, we recognise that photography and digital video are useful tools within school and they are employed routinely in many ways, for example for record keeping, displays, teachers' lessons and the children's own work. On occasions, photographs are also used for the press and other promotional purposes.

We recognise the wishes of parents to take photographs and/or video of their own children participating in school events. We are, however, also sensitive to the wishes and rights of parents who may not want their children to be photographed and/or who might have concerns about the use of such images. We are aware of our responsibility to protect the children in our care from harm.

The taking of photographs in school is an increasingly complicated and sensitive area as technology has now made it much easier for pictures and images to be used and distributed inappropriately, both as printed material or as a web/social media image. It is therefore important that schools take practical steps to ensure that pictures and images taken on school premises or at school events are done so in a way that reflects the protective ethos of the school.

In order to ensure that as far as possible the use of photography and video is used safely in school and in connection with school events, the advice provided below should be followed.

For ease of reference the following "school" photography definitions are provided:

School curriculum / internal use

Photographs/digital images taken for curricular use, displays, workbooks, Seesaw, school trips, notice boards, school events and/or assessment purposes.

School Publicity photography

Photographs/digital images used to help promote and publicise the success of the school through newsletters or the prospectus. This may on occasion also involve outside agencies such as the local press.

School Website photography

Photographs/digital images used to celebrate individual, class and/or team success or highlight good practice within the school. Photographs of children are always used anonymously.

School Photographer

Class and individual/family school photographs taken by a reputable commercial photographer and sold to parents. Parents are always advised of this in advance.

School events

Photographs or video taken of school concerts, productions and other performance events, sports events (including sports day), sports fixtures, fetes, enrichment and 'challenge' events, educational visits, services, etc..

Unobtrusive and sensitive photography will normally be permitted, if it is possible at a particular point in the event, though some restrictions may be necessary for reasons of safeguarding/ child protection or out of respect for the rights and privacy of parents who have withheld or withdrawn consent for their child being photographed. Video or sound recording of copyright musical or theatrical performance is normally forbidden.

The Legal Position

Photography in schools is subject to the Data Protection Act 1998 and more recent GDPR 2018, 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.

Photographs and digital images of children to be taken in school by staff and using school equipment is legal but it is sensible to comply with all current recommendations and/or good practice recognition since photographs and video images may be classed as personal data. Therefore such images may only be used for school publicity or other purposes in cases in which the consent of the parent or legal guardian has not been withheld or withdrawn.

Parental Consent

As a minimum requirement, all parents/carers will need to know that their children may be photographed at school and the opportunity will always be open for parents to withhold or withdraw consent for:

- 1. photographs or video taken by members of staff for school based publicity and promotional purposes (school newsletters/prospectus) or for use on the school website.*
- 2. photographs or video taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success.*
- 3. photographs or video taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.*

A consent letter will be issued to all parents and a central file record retained of any responses received. The views of parents who, for any reason do not wish their child/children to appear in such photographs will be respected at all times and all reasonable measures will be taken to ensure compliance with their request, including when on educational visits, sports fixtures, etc..

Use and Storage of Photographs and Video Images

Photographs taken as records of events for educational purposes may be displayed around school on display boards and/or in evidence files. Photographs are not exchanged with anyone outside school or held for private use.

Digital images may only be stored on the school password protected server or on school approved and purchased encrypted data storage devices. The staff are only permitted to take photographs and/or digital images of children in “school or educational provision settings” and may only use school approved and purchased devices, tablets, cameras or recording equipment. The use of personal tablets/devices/cameras/mobile phones to take digital images is not permitted. Digital images may also be used/stored on secure servers linked to the use of Seesaw, a secure online Journal App which is not accessible in the public domain without password.

Neither staff nor other adults within school are permitted to take photographs of children in one-to-one situations or when children are in vulnerable situations, such as when they are upset or not appropriately dressed.

As part of specific curriculum items and on certain special occasions (e.g. at leavers’ ceremonies), children may be allowed by staff to take photographs of each other. This will always be at the discretion of staff, who will intervene if necessary in order to prevent the taking of inappropriate images or video.

Should the school learn about any inappropriate use of images involving children, the school will take immediate and proportional action including, if judged necessary by staff in consultation with the Head teacher, recording and reporting any incident which could raise safeguarding concerns.

Photography during school events

While we recognise and will try to accommodate the wishes of family members to take photographs or video of their own children or grandchildren during school events, including concerts, productions and other performance events, sports days, etc., we also recognise that the taking of photographs, video and the increasing use of mobile phones to record images can prove very distracting to both the performers and others in the audience, especially when done insensitively.

It is the responsibility of the school to ensure that we are compliant with safeguarding requirements at all times and do not put at risk the safety of any vulnerable children. In addition, such events can involve all children throughout school or at the very least all the children from a particular key stage, and sometimes may even include children from other schools, such that complying with the wishes of those parents who do not wish their child to be photographed is a complex and sensitive matter.

If family members do wish to take photographs or video with their own cameras during a performance, or indeed during any other school event, the school will normally permit this, providing that the following ground rules are adhered to in order to respect others and ensure safeguarding is not compromised:-

In the case of concerts, productions and other performance events:

- As an invited guest of the school ensure that you follow their requests as to when and where you can safely take photographs.
- Ensure that any and all images taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- Refrain from taking further photographs and/or video if and when requested to do so by staff.

To avoid any disappointment and confusion, all parents will be notified of the requirement to observe the constraints on the use of photography and digital images in advance of any school performances, productions or other similar events.

As noted above, it may be necessary for the school to request that no photography or filming take place at a school event (for example, to account for specific safeguarding needs). In such circumstances, this restriction will, as far as possible, be made clear to all those attending before the event begins. Anyone who continues to take photographs, video or other images after being informed of such a restriction will be asked by a member of staff to stop and to delete any material they have recorded.

Please note that the use of personal cameras, mobile phone cameras or other recording equipment is prohibited on school premises at all other times. Children may then only be photographed by members of staff and using school equipment.

Please speak to the Head teacher if you are unsure about the appropriate use of photographic or recording equipment and/or subsequent use and sharing of images.

School Website Images

The school website supports communication with parents and pupils and helps to promote and publicise the success of the school. Pupil's school work is sometimes displayed on the website and can occasionally include discreet images of children engaged in curriculum or enrichment activities. However, images of children are always used anonymously and never in cases in which parents or legal guardians have withheld consent. Any subsequent requests from parents to remove images of their children will always be respected.

In general, Northop Hall CP School operates the following guidelines on its website regarding the use of photographs, to ensure the privacy and safety of pupils at the school:

- 1. Where pupils are named, only their first names are given;**
- 2. Where a pupil is named, no photograph of that pupil is displayed;**
- 3. Where a photograph is used which shows a pupil, no name is displayed.**

By observing these points, the school ensures that visitors to the website cannot link images of pupils to names of pupils. When choosing photographs for the website, the school is mindful of the way pupils may appear in them, and will not include images which are in any way inappropriate, such as close-up portrait shots of individual pupils.

Monitoring and Evaluation

Northop Hall CP School has a duty of care and responsibility towards pupils, parents and staff and the care, safety and privacy of the individual is the key feature of this policy. The policy will be reviewed by the governing body as part of the school's monitoring cycle.

Ratified on 24th May 2018

Signed.....
Chair of Governors

Signed.....
Headteacher

Northop Hall CP School - Consent Form for Using Images of Children

All children are photographed as part of day to day teaching and learning in accordance with our policy. For all other images, we follow the Department for Education and Skills (DfES) advice to seek Parental Consent. We may use images in our school prospectus, displays, school website or in other printed publications that we may produce. We may also make video or web cam recordings for school-to-school conferences, monitoring or other education use and school productions/assemblies. Digital images may also be used/stored on secure servers linked to the use of Seesaw, a secure online Journal App which is not accessible in the public domain without password. Please indicate if you do not wish this to be the case for your child.

Photographs or film footage by parents or carers of their children at school events is permitted under an exemption in the Data Protection Act 1998, within the Guidelines set out in the Policy. There is also a journalistic exemption with regard to the media, and occasionally pupil's images may appear in local or national newspapers, or on televised news programmes. Please indicate if you do not wish your child to appear in the media.

To comply with our Policy, we need your permission before we can photograph or make any recordings of your child for anything other than within school work. Please answer questions 1 to 4 below, then sign and date the form where shown.

1. May we use your child's image in our school prospectus, external displays, or in other printed publications that we may produce, including Seesaw?

Yes/No

2. May we use your child's image on our school website?

Yes/No

Northop Hall CP School operates the following guidelines on its website and printed publications regarding the use of photographs, to ensure the privacy and safety of pupils at the school:

- ***Where pupils are named, only their first names are given;***
- ***Where a pupil is named, no photograph of that pupil is displayed;***
- ***Where a photograph is used which shows a pupil, no name is displayed.***

3. May we record your child's image on video when they participate in school assemblies/performances? Videos may be made available to parents of pupils.

Yes/No

4. Are you happy for your child to appear in the media?

Yes/No

I have read and understood the School's Photographic and Digital Video Policy, reviewed May 24th 2018

Child's name _____

Parent/Carers Name _____

Signed Parent/Carers _____ Date _____