

Photos and Images Policy

Primary person responsible for updates to this policy: James Kidd

Job title: Vice Principal (Pastoral)

Last review date: June 2021

Next review date: June 2022

Circulation: This policy has been adopted by the governors and is available to parents on request. It is addressed to all members of staff and volunteers and applies wherever they are working with children.

'Parents' refers to parents, guardians and carers

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Scope and definitions

The purpose of this policy is to set out general rules about the capture and distribution of images and photographs of students and to give staff and parents guidelines on the subject. It applies to activities on school premises or as part of off-site events or trips.

“Image capture”, “photography” and “videoing” refer to any kind of image capture, still or moving, obtained by any photographic device including still image cameras, video cameras, webcams and photographic enabled mobile telephones, and any other type of image capture device not specified here, whether digital or not, using technology existent at this time or in the future. The storage of such images includes film negative, film positive (e.g. transparencies and slides, movies, etc.), photographic paper, digital media, magnetic tape and any other kind of storage method able to be used for the storage of images, still or moving, available now or in the future.

This relatively short policy is part of our strategy for safeguarding students within our care. It complies with *Keeping Children Safe in Education*¹ and should be read in conjunction with our other policies, notably:

- E-safety
- Mobile Phones and Personal Electronic Devices
- Safeguarding
- Anti-Bullying (including cyber-bullying)
- ICT Usage
- Social Media

General principles for staff

Every reasonable effort must be made to minimise risk of inappropriate capture and distribution of photos and images. This includes:

- securing parental consent for the use of images of their students
- not using photographs of students or staff who have left the school without their consent
- ensuring that students and staff are appropriately dressed
- ensuring that students’ names are not used alongside images in publicly-available material
- not using an image of any student who is subject to a court order;
- storing images securely and accessible only by those authorised to do so
- storing images securely (whether physical or digital) with appropriate access controls
- ensuring staff are appropriately informed about this policy

Please note that recording (either sound, pictures or videos) of students’ work or of students for educational purposes, and sharing on the internet via a college account, is permitted. Such recordings can be made on a personal device provided it is stored in a college cloud account. The recording must be deleted from the personal device as soon as it has been stored, which should be

¹ Keeping Children Safe in Education 2021

as soon as possible after capture. If Office Lens is used, recordings are not stored on the personal device.

Safeguarding

There may be a risk to the welfare of students when individual students can be identified in photographs. For that reason, we have developed this policy to make every effort to minimise risk.

Where the capture or distribution of images of students raises a safeguarding concern, the Designated Safeguarding Lead (DSL) must be contacted immediately. Further details on safeguarding procedures are available in our *Safeguarding policy*.

Data Protection Act

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for college publicity purposes requires the consent of the individual concerned. It is recommended that parental/guardian consent is also sought. In line with the Data Protection Act, everyone responsible for using data has to follow strict rules called 'data protection principles'. They must make sure the information is:

- used fairly and lawfully
- used for legitimate and specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate and kept up to date
- kept for no longer than is necessary
- handled according to people's data protection rights
- kept safe and secure

Photography and image capture in college

Images of students may be captured as part of the educational process. Recordings of students for college purposes will only ever be taken using official college equipment or by a designated external professional. Staff must not take or transmit any recording of students on any personal device. Staff should also be aware that taking photographs of colleagues using personal devices should only happen with the permission of that member of staff.

Images of students or staff must not be displayed on websites, in publications or in a public place without specific consent. The definition of a public place includes areas where visitors to the college have access. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. However, every effort will be made to inform attendees that photographs are being taken (for example, through signage).

On occasions, commercial video films may be made of students on educational visits and performing in college productions. The college will inform parents where arrangements have been made for a commercial photographer to film such an event.

Media permissions must be kept on file (see the permission form at the end of this document). They will be processed in line with Alpha Plus Group's [Privacy Notice](#), which is available on request or can be accessed via the Group's public portal.

Photography and image capture by parents

As a general rule no parent or visitor is permitted to use a camera (including a mobile phone's camera facility) whilst on college premises. However, the Data Protection Act does not apply to photographs or films taken for personal use by family and friends and it is usual for parents to want to take photographs and videos of students at college events.

Exceptions to this rule are therefore made for some² specific events such as plays, recitals, concerts, sporting events, open days or other promotional events. We strongly advise parents against the publication of any such photographs on the internet (e.g. on social media), and we will request parents to remove any such material if we deem it illegal, harmful or inappropriate in any way.

Where appropriate, our policy regarding this matter should be explained clearly to parents by a member of staff before difficult situations arise.

Photography and image capture by pupils

Staff will supervise and maintain control over any photographing or recording that students do during on-college or off-site activities.

Publicity

Colleges need and welcome publicity. Students' photographs add colour, life and interest to articles promoting college activities and initiatives. Making use of photographs for publicity materials and to promote the college in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the college's achievements. However, photographs must be used in a responsible way. Colleges need to respect students' and parents' rights of privacy and be aware of potential child protection issues.

Monitoring

It is the responsibility of all college staff to support and monitor this policy. Any concerns should be brought to the attention of the Principal.

² We reserve the right to prohibit the use of cameras for some events if deemed inappropriate by staff.

Appendix – Student and Parent Media Permission Letter

Dear Students and Parents,

The use of digital media is an integral part of the curriculum and we are proud to be at the forefront in the use of the latest technology in the education of our students. This ensures that our students are prepared for the challenges of working and learning in the twenty-first century. All activities across the college now make use of a wide range of digital media. As a part of this usage, from time to time the students will be recorded (in a range of formats). This is a fundamental part of students' learning and assessment throughout their college career. We are seeking your permission to store and use these recordings within the college community. For example, photographs might be used in leaflets, on display boards, in the college newsletter. To ensure maximum security for all students, **no** personally identifiable information will accompany these recordings when they are displayed.

Without this permission, a student will be unable to take part in a number of college activities. This permission will be valid for the student's college career with us, although you have the right to change this permission at any time in writing.

In addition to the strictly internal use mentioned above, there are times we would like to be able to share students' achievements with a wider audience beyond the college. We are very proud of the achievements of our students and occasionally we like to share these achievements with a wider public audience beyond the college community. For example, we would like the opportunity to share photographs and videos on the college website or in the college prospectus.

We are therefore seeking your additional permission to use recordings (photographic or other formats) of your child for promotional purposes.

Yours sincerely,

Rachel Hall
Head of Marketing

Please return this slip to Rachel Hall

I give permission for: Student's name (please print): _____

Student's personal tutor: _____

Please indicate your reply to each question:

- | | |
|--|--------|
| a) To be photographed and videoed for college purposes, such as displays in college and newsletters. | Yes/No |
| b) To be recorded (photographic or other formats to be used for promotional purposes | |
| (i) marketing materials on the college website | Yes/No |
| (ii) marketing materials on social media | Yes/No |

I understand that no personal information will be linked to any photographs or videos.

Student's signature: _____ Date: _____

Parent's signature: _____ Date: _____