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# Photos and Images Policy

**Policy reviewed by:** Helen Milnes

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**Policy actioned from:** September 2021 – August 2022

**Next review date:** July 2022

**Reviewer's Signature:** *Helen Milnes*

**Head Teacher's Signature:** *Helen Milnes*

**Circulation:** This policy is addressed to all members of staff and volunteers, is available to parents on request. It applies wherever staff or volunteers are working with pupils.

Please note: 'School' refers to Wetherby Kensington; 'parents' refers to parents, guardians and carers.



# Photos and Images Policy

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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 children 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 children within our care. It complies with *Keeping Children Safe in Education (KCSIE) September 2020* and should be read in conjunction with our other policies, notably:

- E-safety
- Mobile Phones and Electronic Devices
- Safeguarding
- Anti-Bullying
- ICT Usage
- Learning for Life (PSHE)
- 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 children
- not using photographs of children or staff who have left the school without their consent
- ensuring that children and staff are appropriately dressed
- ensuring that children’s names are not used alongside images in publically-available material
- not using an image of any child 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

## Safeguarding

There may be a risk to the welfare of children when individual children 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 children 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 school publicity purposes requires the consent of either the individual concerned or in the case of pupils under 13 and directly from pupils where they are over 13. However, it is recommended that parental agreement is sought in all cases where possible. 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 limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary
- handled according to people's data protection rights
- kept safe and secure
- not transferred outside the UK without adequate protection

## **Photography and image capture in school**

Images of children may be captured as part of the educational process. Recordings of pupils for school purposes will only ever be taken using official school equipment or by a designated external professional. Staff must not take or transmit any recording of pupils 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 pupils 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 school 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 children on educational visits and performing in school productions. The school 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 parental 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 school 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 children at school events.

Exceptions to this rule are therefore made for some<sup>1</sup> 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 pupils do during on-school or off-site activities.

## **Publicity**

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

## **Monitoring**

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

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<sup>1</sup> We reserve the right to prohibit the use of cameras for some events if deemed inappropriate by staff.



## Appendix 1 – Media Permissions Section of the Joining Pack

I give permission for the school to use digital media in the following ways.  
I understand that no personal information will be linked to any photographs or videos.

Internally within the school  (tick)

Promotional literature (Prospectus, newsletters, posters, etc)  (tick)

Website  (tick)

Social media – Instagram only  (tick)

Parent's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please PRINT Name: \_\_\_\_\_