



Photography and Filming Policy

Last updated:	15.5.24
Approved by Governors:	15.5.24
Review cycle:	3 years
Review date:	14.5.27

Contents

1. Introduction	1
2. Consent	2
3. Collecting Images	3
4. Storing Images	4
5. Publishing & Distributing Images	4
6. The Rights of School Staff	5
7. Related Policies & Procedures	6
8. Monitoring	6

1. Introduction

This policy details the rules governing photography and recording videos at our school, the distribution of these photos and videos, and their publication on the internet. It covers the rules for staff, governors and parents, and is founded on four main principles:

1. **Safety** - The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at the school.
2. **Privacy** - We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at the school.
3. **Projecting the right image** - Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.
4. **Sharing children's achievements** - It is natural for every parent to want to share their children's activities and achievements at school with their friends and family. High Ash C.E. Primary School is keen to allow this as much as possible, while keeping this in balance with the first three principles (detailed above).

1.2 Legal framework

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. We believe that:

- children and young people should never experience abuse of any kind
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

The Data Protection Act 1998 and the introduction of the Human Rights Act 1998 has meant that we need to exercise care in the use of photographs, videos and webcams of clearly identifiable people. The Data Protection Act 1998 also affects our use of photography. The Act does not prevent individual parents recording, filming or photographing their sons or daughters at school events; this is covered by an exemption to the Act.

We will seek to keep children and young people safe by:

- always asking for written consent from a child and their parents or carers before taking and using the child's image
- always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children
- making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
- not disclosing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them)
- never publishing personal information about individual children and disguising any identifying information
- making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information)
- reducing the risk of images being copied and used inappropriately by:
 - only using images of children in appropriate clothing (including safety wear if necessary)
 - avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
 - using images that positively reflect young people's involvement in the activity.

We will also develop a procedure for reporting the abuse or misuse of images of children as part of our child protection procedures. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.

2. Consent

When a child joins the school, their parent or guardian is asked for consent for the child to appear in photos and videos on school printed materials, the school website, school social media pages and in other media and press. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined.

Consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images

2.1 If consent to take photographs is not given

If children, parents and/or carers do not consent to photographs being taken, we will respect their wishes and ensure lack of consent does not single out the child or make them feel isolated. We will never exclude a child from an activity because we do not have consent to take their photograph.

Depending on the situation and type of consent given/not given they child may not have their photograph taken/be included in a group photograph, or alternatively the image of the child may be blocked out so the rest of a photograph of the rest of the group can still be published.

3. Collecting images

Photographs and video intended for the school website or other marketing materials should be taken either by a member of staff, or another person (typically an external photographer who has been commissioned by the school for that specific purpose/event) authorised by the Headteacher. These photos and videos must be approved by the Headteacher prior to publication on the website; the mechanism for doing this is agreed by the Headteacher and the photographer.

3.1 Rules for Parents and Guardians

It is not permitted for parents and guardians to take general photographs at school events such as Sports Day, Sports Competitions, Plays and Productions (e.g. School Nativity), Class Assembly, Celebration Assembly or Church Services. This is to ensure that we can safeguard specific children. For these events, the school will arrange for either a member of staff or a photographer to take photos / videos that will be distributed to parents/ guardians after the event. If parents can take photographs of their own children they will be advised of this at the start of an event, and any photos must be taken in isolation e.g. standing away from the class the end of the event.

3.2 Webcams, CCTV & Droans

We do not permit the use of webcams or droans within High Ash C.E. School. We do not have CCTV within the grounds or premises of High Ash C.E. School.

3.3 Press

Occasionally, members of the press may take photographs or film footage at our school. Photographs taken for the purpose of journalism are exempt from the Data Protection Act. Despite this, we will always endeavour to ensure parental permission before such images are published.

4. Storing images

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law.

We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access. Images will be stored for the duration the child attends High Ash plus up to 5 years after they have left.

We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

5. Publishing and distributing images

5.1 School Website/Newsletter

The school endeavours to publish on the school website, and include within the Headteacher's weekly newsletter, a selection of photos and videos of school events and general school life. Any material used is assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name. For example, if a child appears individually in a photograph, then we avoid naming the child in the text or accompanying photo caption - and vice versa (i.e. if a pupil is individually named in the text, we do not include a photograph of that child).
3. It must not in any way embarrass the school or the children and staff involved. For example, only using images of pupils in suitable dress and not, for instance, in swimming costumes.
4. Use generic labels when using group photographs, e.g. "a science lesson" or "making Christmas decorations".
5. We avoid, where possible, using photographs of pupils after they have left the school unless. There are some instances when this is not practical, if producing marketing material for example that may be used for a number of years, and these cases additional consent will be gained from the parents.

5.2 Social Media

The school has a social media presence on Facebook, Instagram, X and LinkedIn. Parents will be asked specifically to give their consent for the child's image to be used on social media, beyond the school's own website. The same safeguarding rules apply as for the website, as listed above.

5.3 Distribution and publication of photos and videos

Photos taken by the school at school events and shared with parents/guardians (e.g. via the School website) are for your own personal use only. They may be shared by email with friends and family, but must not be published on any internet or social media site. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services, including communication services such as Facebook messenger and What's App. The reason for this restriction is that it is not possible for individual parents to ensure that the safeguarding rules described above are adhered to at both the time of publication, and later.

5.4 Photos featuring only your own children

There is one exception to the internet publication rule. If the photo or video includes only your own children, you may share it on the internet however you like. For this exception to apply, there must be no other children in shot, however briefly or clearly they can be seen. The reason for this exception is that the school recognises that how you use photos of your own children is a decision purely for you.

6. The rights of school staff

Whilst it is important to protect the rights of the children, High Ash C.E. School does not lose sight of the requirement to also look after the rights of staff. Whilst it is not necessary to obtain written consent of the school staff before using their images, the purpose of the photograph is explained to the staff member to allow them to make their own mind up without pressure.

7. Related policies and procedures

This policy statement should be read alongside our organisational policies and procedures, including:

- Safeguarding and child protection policy and procedures.
- Code of conduct for staff and volunteers.
- Online safety policy and procedures for responding to concerns about online abuse.

8. Monitoring

The school is committed to ensuring that this policy has a positive impact of pupils' education, behaviour and welfare. When reviewing the policy, the school will take into account:

- Feedback from parents/carers and pupils
- Feedback from teachers
- Records of behaviour and safeguarding incidents
- Relevant advice from the Department for Education, the local authority or other relevant organisations