



## **Policy for the Use of Photography and Video**

The purpose of this policy is to set out the school's position in relation to use of photography and video in school by both staff and parents. We believe that parents have the right to record memorable moments within their children's school lives in photographs and/or video, where appropriate. In deciding whether or not it is appropriate to allow the use of photography and/or video it is important to ensure the protection of the children in our care. There are occasions where it would not be appropriate for photographs to be taken of children in school, for example, when swimming or getting changed before or after a performance. It is therefore important that there are clear guidelines for the taking of images.

NB - The use of the word '*images*' in this policy applies to both photography and video, although, in most cases only photographs are used.

### **Opportunities for photography/videoing**

There are many times in the school year when photography is used, including:

- Performances and events (e.g. Christmas, sports day),
- 'Special days' (e.g. Maths investigations days, activities days),
- School trips and outings,
- Special occasions (school celebrations and parties),
- Professional individual and class/school photographs,
- For the School Prospectus,
- To display within the school,
- For press releases, and
- For the school website.

### **The use of images**

There are different ways in which these images will be used, i.e.:

- Images taken and used personally by parents,
- Images which may be displayed in and around the school,
- Images which will be shared with others in the school community,
- Images which are available to a wider audience.

This policy intends to clarify arrangements for the use of images and consent required in each of these circumstances.

### **Parents' Use of Images**

When parents attend events and performances within school, they may take photographs of their children for their own use. Photography/videoing will not be permitted in areas where children are changing into costumes/PE kits etc.

### **Use of Images within School**

Parental permission will be sought through a consent form completed on admission to the school, for the use of photographic/video images within the school. Such images will only be displayed inside the school building. It is important to note that this category includes professionally taken class group photographs.

### **Sharing Images with the School Community**

This includes images used within school publications such as school newsletters, to share Information/celebrations with parents of children in the school. Parental permission will be given through the consent form completed on admission, for the use of images in these circumstances. Personal information, such as names, will not be included unless permission has been sought separately.

## **Sharing Images with a Wider Audience**

Images placed on a future school website and photographs used within the press will only be used where it is of benefit to the school, e.g. in demonstrating an aspect of the school which is most effectively displayed with children in the picture. Examples of this might be: publicising school successes such as winning an award; showcasing events such as performances; and for visits made to the school by 'VIPs' such as the local MP or celebrities. Parental permission for such images will be through the admissions consent form unless personal information, such as pupil names, are to be used, in which case permission will be sought separately.

## **Parental Consent**

Parents of children attending the school will be asked to complete a consent form upon admission. This consent will be valid for the time the child attends the school. Once consent has been received, the school will use images as permitted within this policy. No further consent will be sought by the school unless requesting permission to include a child's name, e.g. in a newspaper article. Parents may change their consent options at any time by requesting a new form and completing it as appropriate.

## **Responsibilities**

Governors are responsible for the review of Local Authority guidance and advice to ensure that this policy remains appropriate. The Headteacher is responsible for ensuring that images are used as set out in this policy with appropriate consent from parents, providing reminders as stated.

Parents are responsible for ensuring that images are used responsibly and are not published in the press without consent from the school.

**NB - The school does not accept liability for parents who do not adhere to such requests.**

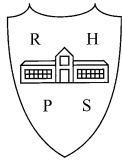
## **Monitoring**

Staff and Governors will review this policy every 3 years (or sooner if necessary), taking into account advice and guidelines provided by local or national Government. The Headteacher will monitor the implementation of this policy and will ensure that all staff are aware of its contents. Procedures set out within this policy will be maintained until the policy is reviewed. Any changes made to this policy will be communicated to parents as necessary.

## **APPENDICES**

'Use your camera and video courteously' Code  
Consent form for photography or videoing in school

Autumn Term 2014  
Review: Autumn Term 2015



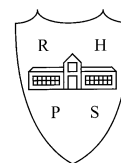
## **Use your Camera and Video Courteously Code**

### **A guide for parents who wish to use photography and/or video a school event**

Generally photographs and videos for school and family use are a source of innocent pleasure and pride which can enhance self esteem for children and young people and their families. By following some simple guidelines we can proceed safely and with regard to the law:

- Remember that parents and carers attend school events at the invitation of the head and governors.
- The head and governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The head and governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own personal use only. Such photos and videos cannot be sold and must not be put on the web/internet due to existing Data Protection legislation, which in such circumstance is likely to be contravened.
- Recording or photographing other than for private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events.
- If you are accompanied or represented by people that school staff do not recognise they may need to check out who they are if they are using a camera or video recorder.

## Photographs Consent September 2014 to August 2015



Dear Parent/Guardian

During the school year, the school would wish to use for the purposes of publicising or promoting school activities, photographs or images and names of your child/children taking part in school activities including school sports days, classes (including PE classes) school fetes or fairs, musical events, theatrical events such as school plays and other activities (for example nature trails) and class photos. Group photographs taken may also be stored in the school archives.

Before any photographs or images can be published, the consent of the parent or guardian must be obtained. By signing this form you are giving your consent to the school to use images or photographs taken by the school or an authorised agent of the school, which will be used to promote or publicise school activities or stored in the school archives. These images or photographs may or may not be used by the local or national media. The school cannot, however, prohibit the media taking pictures of any child involved in school activities.

You may withdraw your consent at any time and your consent must be withdrawn in writing to the school. Please note that certain images of your child or children (for example group photographs taken some time ago, photographs retained for school archives) cannot always be deleted. All photographs and images will only be retained for the period of time that your child remains at the school (except for school photographs to be retained in school archives or group photographs).

The school is **only responsible for photographs taken by the school or an authorised agent of the school** and cannot be responsible for photographs taken by other third parties (such as parents). The media are not subject to the Data Protection Act or these guidelines and the school cannot prohibit the media from taking pictures or using the names of any child. We do expect parents to adhere to the school 'Policy for the Use of Photography and Video'. Please confirm your consent by putting your initials in the appropriate boxes and signing and returning this form to the school. **If you do not sign this consent form your child cannot be included in any promotion of school activities, including being issued to the media.**

<b>I CONSENT</b> to the school taking and publishing photographs and/or images of my child/children for the purpose of promoting or publicising school activities and events during my child/children's time at the school and for those photographs to be issued for use by the media.	
<b>I CONSENT</b> to the school using the first name and surname of my child/children in group photographs or photographs promoting school activities, including through the media.	
<b>I CONSENT</b> to the school using photographs or images of my child/children on the school website and I understand that these images will be available on the World Wide Web.	
<b>Childs name</b>	
<b>Class</b>	
<b>Parent/Guardian signature</b>	
<b>Date</b>	

**I UNDERSTAND I CAN WITHDRAW MY CONSENT AT ANY TIME IN WRITING**