

## Goldington Green Academy



### Policy for Use of Photographs and Video

#### Statement of Intent

The Equality Act 2010 makes it unlawful for staff to discriminate directly or indirectly, or to harass staff or pupils due to any of the nine protected characteristics.

Goldington Green Academy aims to create a culture that respects and values each other's differences, that promotes dignity, equality and diversity, and that encourages individuals to develop and maximise their true potential.

Everyone within the school community has a responsibility to ensure that this statement is adhered to. Senior Leaders in particular, should lead by example, identify any inappropriate behaviour when it happens and take prompt action to deal with inappropriate behaviour.

We aim to remove any barriers, bias or discrimination that prevents individuals or groups from realising their potential and contributing fully to our school's performance. In removing these barriers we aim to develop a school culture that positively values diversity.

We are committed wherever practicable, to achieving and maintaining a workforce that broadly reflects the local community in which we operate.

Every possible step will be taken to ensure that individuals are treated fairly in all aspects of their employment, engagement or whilst volunteering at our school.

#### **Safeguarding Children**

Goldington Green Academy recognises it has a statutory duty under Section 175 of the Education Act 2002 to ensure arrangements are in place for safeguarding and promoting the welfare of children. We recognise that children who are abused or witness violence may find it difficult to develop a sense of self worth and that school may be the only stable, secure and predictable element in the lives of children at risk. Our school will endeavour to support these pupils by providing an ethos which promotes a positive, supportive and secure environment, providing a sense of being valued. All staff, governors and volunteers must be made aware of, and adhere to the safeguarding policy and procedures within the school.

At Goldington Green we recognise our legal and ethical duty to keep pupils safe from radicalisation and extremism. As such we incorporate the principles of the PREVENT agenda into all practice including the curriculum. Additionally we ensure that all speakers are carefully vetted by senior staff and that all material available in school, both electronic and otherwise, is suitable. We also ensure that sufficient training is in place so that all staff understands what radicalisation means and why people may be vulnerable to being drawn into terrorism as a consequence of it. Staff know what measures are available to prevent people from becoming drawn into terrorism and how to challenge the extremist ideology that can be associated with it. Any concerns are dealt with in line with our safeguarding policy working in conjunction with Bedfordshire Police and other agencies as appropriate

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.

#### **Rationale**

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
- For the school website
- To record achievements

## **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
- Images taken by staff and shared with the child's parents.

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 and also school trips when volunteering, 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.

## **The use of cameras (film and digital) and video cameras by parents/carers during school events**

It is not illegal to take photographs of children in school, but photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Increasingly, technology is making it easier for pictures and images to be used inappropriately as printed material or on the web. It is important that pictures/images of children taken by

parents/carers are done so in a way that reflects the protective ethos of the school and that parent/carers are aware of their responsibilities in this matter. Pictures/images of children in school should not be displayed on websites, in publications or in public places; this includes all forms of social media.

If you are found to be using images inappropriately you could be prosecuted by the ICO (Information Commissioners Office) and risk a fine of up to £500,000.

In order for us to ensure that, as far as possible, parents/carers use of photography and videos is safe; we ask parents/carers and visitors to sign a form to agree that any images they take of school activities will not be used inappropriately.

### **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 in EY these images will also be shared with the child's family through their learning diaries.

### **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 full legal names, will not be included unless permission has been sought separately first names may be used without consent.

### **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 to recognize 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. Further agreement will be sought by the school for school events, e.g. class assemblies, excluding Sports Days, 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. Verbal announcements will be made at the beginning of large school events.

### **Monitoring**

Staff and F&GP Committee will review this policy every two years, 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.

## **Responsibilities**

Governors are responsible for the review of National 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.*

Next review due spring 2019.

## **Appendices**

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

# Goldington Green Academy



## Appendix 1

### **“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 Facebook and other social media sites 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 recognize 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 recognize they may need to check out who they are if they are using a camera or video recorder.

# Goldington Green Academy



## Appendix 2

### Consent Form for photography or videoing in School

Occasionally, we may take photographs of the children at our school. We may use these images in our schools prospectus or in other printed publications that we produce, as well as on our website or on project display boards at our school. We may also make video recordings for monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To comply with the Data Protection Act 1998, we are seeking your permission before photographing or making any recordings of your child for promotional purposes. Please answer questions 1 to 4 below, then sign and date the form where shown.

#### Please circle your answer

- |   |          |
|---|----------|
| 1. May we use your child's photograph in the school prospectus and other printed publications distributed community (including professional class group | Yes / No |
| 2. May we use your child's image on our website and in displays around the school?  | Yes / No |
| 3. May we record your child's image on video e.g. Christmas productions to sell or place onto website?  | Yes / No |
| 4. Are you happy for your child to appear in the media?   | Yes / No |
| 5. May we use your child's image or a video recording of your child to record achievements in school?   | Yes / No |

#### Conditions of use

This form is valid for the period of time your child attends this school. The consent will automatically expire after this time.

1. We will not re-use any photographs or recordings after your child leaves this school (unless permission has been specifically sought).
2. We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications.
3. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
4. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text.
5. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
6. We may include pictures of pupils and teachers that have been drawn by the pupils.
7. We may use group or class photographs or footage with very general labels, such as "a science lesson".
8. We will only use images of pupils who are suitably dressed, to reduce the risk of such

images being used inappropriately.

**I have read and understood the conditions of using photographs and video.**

Signed: ..... (Name).....

Child's Name: ..... Class:

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