

The Stukeley Federation



Stukeley
Federation

Use of Photography and Video Policy

in support of

William Stukeley CE Primary School

and

Deeping St. Nicholas Primary School

Policy approved by Full Governing Body: September 2022

Reviewed by FGB: July 2023

Policy to be reviewed: September 2025

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1.0 Introduction

- 1.1 As with all schools, Stukeley Federation need and welcome positive publicity. Children's photographs add colour, life and interest to articles promoting pupils' activities and initiatives. Making use of photographs for school in publicity materials can increase pupil motivation and staff morale and help parents and the local community identify and celebrate the school's achievements.
- 1.2 However, we believe photographs must be used in a responsible way. We respect young people's and parents' rights of privacy and are aware of potential child protection issues.
- 1.3 The Stukeley Federation believes there is a need to balance potential risks against the advantages of promoting our school in a colourful and attractive way. Risk can be minimised by following the advice in this policy and in securing parental consent for the use of photographs.

2.0 Child Protection Issues

- 2.1 Risk occurs when individual pupils can be identified in photographs. Providing the name and photograph of a pupil in a publication or on a website allows the possibility of people outside the school identifying and then contacting pupils directly. It is important to recognise that the school logo on a shirt or jumper or a name on a certificate, if it can be read easily, could help identify an individual pupil.
- 2.2 The NSPCC warns that this information could make a child vulnerable to abuse. Also, the content of the photo can be used or adapted for inappropriate use. There is evidence of this adapted material finding its way onto child pornography sites.
- 2.3 Both the DfE and the NSPCC have recommended that we inform the Child Protection Officer and Social Services and/or the Police of the inappropriate use of images. It is discussed in school and the Head Teacher decides whether the publication of a photograph might pose a risk to a child.

3.0 Data Protection Act

- 3.1 ICO current guidance (July 2019) on their website states that the Data Protection Act is unlikely to apply in most cases where photographs or videos are taken in schools and other educational institutions. If photos are taken for personal use they are not covered by the Act.

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Photos taken for official school use may be covered by the Act, so pupils and students should be advised why they are being taken. Examples provided by the ICO are as follows:

Personal use:

A parent takes a photograph of their child and some friends taking part in the school Sports Day to be put in the family photo album. These images are for personal use and the Data Protection Act does not apply.

Grandparents are invited to the school nativity play and wish to video it. These images are for personal use and the Data Protection Act does not apply.

Official use:

Photographs of pupils or students are taken for building passes. These images are likely to be stored electronically with other personal data and the terms of the Act will apply.

A small group of pupils are photographed during a science lesson and the photo is to be used in the school prospectus. This will be personal data but will not breach the Act as long as the children and/or their guardians are aware this is happening and the context in which the photo will be used.

Media use:

A photograph is taken by a local newspaper of a school awards ceremony. As long as the school has agreed to this, and the children and/or their guardians are aware that photographs of those attending the ceremony may appear in the newspaper, this will not breach the Act.

- 3.2 In the very small number of circumstances where the DPA does apply, if permission is sought by the photographer, this will usually be enough to ensure compliance. The main issue of DPA applying is where photographs are taken for official use by the school, for example Identity Passes, and the images are stored with personal data such as names. In these cases, consent would be sought and information given to parents explaining purpose, security of storage and the length of time for which the images would be retained.

4.0 **Appropriate use of images in school publicity material**

- 4.1 To avoid identification of individuals we can use only group or whole class shots, or ensure that faces are out of focus or pupils are partly or wholly turned away from the camera. However, this approach does not always provide photographs that will promote the school very successfully. For individual children we adopt a more positive approach, following the guidelines below:

- we always ensure that parental/legal guardian consent is obtained prior to any photograph or image being taken for the school's own publicity purpose
- if a photograph is used, names will only be published if consent is given
- we only use images of children in suitable dress to reduce the risk of inappropriate use. This is a judgement for the Head Teacher to make but some activities — swimming, gymnastics and athletics — clearly present a greater risk of potential

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misuse. With these activities, the content of the photograph should focus on the activity, not on a particular child, and should avoid full face and body shots. So for example with swimming, shots of children in a pool would be appropriate or, if possible, seen waist or shoulder up

- we never use an image of a child who is subject to a court order
- we establish whether the images will be retained for further use
- we make sure images are stored securely and used only by those authorised to do so

5.0 Newspapers

5.1 Newspapers often include the names of pupils in photographs that they intend to use but we always secure parental consent when children first enter school. We will not allow publication of anyone without that permission and follow the guidelines below:

- for photographs of larger groups i.e. whole class, it is generally sufficient to simply state 'Class X of the school.' However names may be requested.
- for smaller groups of up to 9 pupils, individual names will be requested. The Head Teacher will discuss the need and balance the level of risk against the benefits of publication and make the decision accordingly
- **under no circumstance will any possible contact details be released**

5.2 The use of photographs in newspapers is already subject to strict guidelines. The Independent Press Standards Organisation states that:

- Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.
- Pupils must not be approached or photographed while at school without the permission of the school authorities.

6.0 Websites/Social Media

6.1 For websites/social media we follow the same guidelines for using photographs. However, we do need to be more aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of misuse of the Internet by certain people.

6.2 We ask specifically for permission to publish on the Internet (not relying on the consent given for printed publication) and will not publish pictures of anyone without that permission.

6.3 Care is taken to ensure that a file name of a photograph cannot identify a pupil, e.g. marygreen.jpg.

7.0 Filming Events

7.1 Parents or other spectators may want to photograph or video record an event such as sports day or an arts performance. This is a valuable part of school life and can be very rewarding for both the family and school.

7.2 Parents and any other spectators will be asked to sign complete a photo/video consent

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form prior to any event where filming is allowed.

- 7.3 Anyone taking photographs or filming without permission or outside any designated area will be challenged and asked to follow the school policy or leave the premises.
- 7.4 If a commercial photographer/film unit is used we will follow the advice from the NSPCC, as below:
- Provide a clear brief about what is considered appropriate in terms of content and behaviour
 - Issue the photographer with identification which must be worn at all times
 - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs
 - do not allow unsupervised access to children or one-to-one photo sessions at events
 - do not approve/allow photo session outside the event or at a young person's home
- 7.5 If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the event organiser who will record them in the same manner as any other child protection concern.
- 7.5 If anyone has concerns regarding the use of filmed images by TV companies, they should contact the Office of Communications (Ofcom) and seek legal advice.

8.0 Public Images

- 8.1 We always ask consent of all the people who will appear in the photograph, video or web cam image before we record and publish the footage.
- 8.2 When taking images at an event attended by large crowds, this is regarded as a public area so we do not need to ask consent of everyone in a crowd shot.
- 8.3 People in the foreground are also considered to be in a public area, but if any individuals are identifiable in the photograph we will seek their consent before using it.

9.0 Camera phones in schools

- 9.1 Concerns have been expressed about the risks posed directly and indirectly to children and young people through the use of camera phones on school premises. Staff can only take photos using school equipment, in an open, visible situation.
- 9.2 The most recent reservations surrounding camera phones have been over the safety, security and well being of children, whether they are the users or victims of the technology.

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- 9.3 The risks with camera phones are:
- They are very small and can be used without the subject knowing, and in areas such as changing rooms
 - They can be used to bully other children
 - They can be used to cheat in tests, exams etc
 - It is not obvious a picture is being taken
 - Visitors to schools do not have to declare they are carrying one
 - Once an image is taken it can be modified and misused
 - No flash is given off

10.0 Parental Consent

- 10.1 We have developed our own photography consent form, which makes clear our policy on:
- How and where photographs will be used
 - The period of consent
- 10.2 The consent for photographs to be taken and used is included, along with other parental permissions, as part of our registration process when a child starts school. We ask for consent for the duration of the child's Key Stage, thus avoiding the need to ask for parental consent on each and every occasion that photographs are taken.
- 10.3 We retain consent forms on file while the child is still at school.

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Email: enquiries@williamstukeley.lincs.sch.uk

Acting Executive Head Teacher: Mrs C Underwood

Dear Parent or Carer

Consent for Photography and Images of Children

During your child's life at William Stukeley CE Primary School we may wish to take photographs or videos of activities that involve your child. They may be used for displays, student portfolios, publications and on a website, by us, by the Local Education Authority or by local newspapers.

Photography or filming will only take place with the permission of the Head Teacher, and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named with your consent, and if there is a particular reason to do so (e.g. they have won a prize), home addresses will never be given out. Images will not intentionally be used to cause embarrassment or distress, nor will we use images associated with issues that are sensitive. The school has a detailed policy on the use of photographs and video in school, copies are available from the school office on request.

School Plays, Sports day and such are public events. If you wish to attend school functions and take photographs or videos of your and other people's children, permission from the Head Teacher will normally be given, however a record of all photographers will need to be kept and designated areas may be set up. Please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events. Our advice is that any manipulation or distribution of images of children by you, without parental consent, could result in prosecution.

Before taking any photographs or videos of your child, we need to make you aware of the following:

- the local media may take images of activities that show the school and children in a positive light e.g., Reception Year pictures of new starters, drama and musical performances, sports and prize giving.
- photographers acting on behalf of the school may take images for use in displays, in publications or on a website.
- embarrassing or distressing images will not intentionally be used.
- images will not be associated with distressing or sensitive issues.
- the school's retention schedule can be viewed upon request.
- some photographs will be kept as a historical record of the school.
- consent will be refreshed on a key stage basis, or you can amend or withdraw your consent at any time by contacting the school office.
- we may use group or class photographs or footage with very general labels, such as "a Science lesson" or "making Christmas cakes".

Please answer the questions on the attached form, sign, and date the form and return it to the school.

Yours sincerely
Mrs C Underwood
Acting Executive Head Teacher

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Consent Form for Photography and Images of Children

Name of child/children: _____

Name of person responsible for the child/children: _____

For each circumstance, please indicate your consent for your child's image to be taken and used, and whether their name can be published alongside the image:

	Image Consent: (Please circle your response)	May we include your child's name on published image: (Please circle your response)
In school publications (e.g. newsletters, parent mail)	Yes / No	Yes / No
Within the school premises (e.g., on wall mounted display boards)	Yes / No	Yes / No
On the school website	Yes / No	Yes / No
On social media (e.g., Facebook, Twitter)	Yes / No	Yes / No
For local media (e.g., local newspaper)	Yes / No	Yes / No
Official school photographs (individual and group)	Yes / No	Yes / No

Consent will be valid for the key stage in which your child is in. Should you wish to change or withdraw consent at any time, please contact the school office.

Please note that failure to complete the request for consent section, and any subsequent requests for consent, will be deemed as 'withheld consent' and your child will not be included in any photographs.

Signature of person responsible for the child: _____

Relationship to the child: _____

Date: _____

Please return this form to the school office.