



Signed.....

Date September 2024

Review date September 2026

Woodford Valley C of E Primary Academy **Photography and Video Policy**

Woodford Valley CE Primary Academy is committed to creating the ethos in which children can grow towards Christian life, learning and love. Our policies are influenced by this principle and our approach within our Collective Worship is driven by our belief in the Christian way of life.

‘And now I give you a new commandment: love one another. As I have loved you, so you must love one another. If you have love for one another, then everyone will know that you are my disciples.’

John 13 34-35

1.0 Introduction

- 1.1 Woodford Valley CE Primary Academy needs to make full and proper use of photographic images while meeting the requirements of the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership. These guidelines address these issues and give advice on good practice.
- 1.2 It applies to all forms of media: print, digital images, recordings (visual and audio) on websites and in the professional media regardless of the method of capture.
- 1.3 It is natural for parents to want to record their children’s time at school. However, we must always be mindful of the need to safeguard the welfare of all the children and staff in our Academy, and issues of child protection, data protection and parental consent are therefore given careful attention.
- 1.4 Where the Governing Body provides services separately, using the academy premises, the Governing Body will ensure that the organisation or individuals concerned have appropriate policies and procedures in place in regard to safeguarding children.

2.0 Aim

- 2.1 To permit members of staff to use appropriate images of the children in an educational context. This document gives clear guidance on the appropriate use of images of children in the education setting.
- 2.2 All parents of pupils in the academy must notify the Headteacher if they do not wish photographs/video to appear in public places (including websites) – see Appendix 1.

2.3 If parents/ carers disagree over consent for their child, it will be treated as if consent has not been given.

3.0 Use of images

3.1 Human Rights legislation and the Data Protection Act 2018 give people the right to privacy that is respected when using photographs. We will always take steps to respect the rights of children and staff in photographs that attend our Academy. Images may be used in displays, the school website, school prospectus and year books, and retained and possibly used after the pupils have left the Academy.

3.2 The Copyright, Designs and Patent Act 1988 moved the ownership of copyright to the photographer (or their employer) and away from the person commissioning and paying for the photographs, unless there is an agreement otherwise.

3.3 Woodford Valley CE Primary Academy will decide if the event is one at which photography and videoing by parents will be permitted. When informing parents of the event, where possible they will also be informed of the school's decision on taking photographs/videos. If no information has been shared then parents must assume consent has not been given.

3.4 If general shots are to take place, visitors will be warned in the invitation. Only images of children suitably dressed will be allowed, in order to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE (sports day).

We stress that any photography by parents must be for private and personal use only.

4.0 Typical types of photographs taken and their uses

- Evidence of teaching and learning across the school curriculum.
- Key Skills for PE.
- Performing arts, including dance and movement, concerts, drama performances, parent evenings.
- Sports days and sports fixtures, with the approved use of photographic equipment by parents and carers and children from other schools.
- Media, including newspapers and using the first name of the child
- Displays in school of children's activities.
- Publications on the school website.
- Staff training and professional development activities.

4.1 If a photograph is likely to be used again, it will be stored securely and only accessed by those people authorised to do so. When photos are destroyed, the digital files or negatives will be deleted/destroyed as well.

5.0 Children who should not be identified

5.1 This is not an absolute definition but often includes:

- Situations where the parent is in a sensitive position and identifying the child would lead to them being identified.
- Victims of abuse including bullying.
- Where domestic violence has resulted in relocation.
- Where parents hold strong beliefs.
- Where a court order is in place preventing identification.

5.1 Every effort will be made by the school to prevent capturing the image of any child who should not be identified but cannot be held responsible for photographs taken furtively by others.

6.0 Media photographing and filming

- 6.1 The media operate under their own Code of Practice. Photographs taken by the media are usually exempt from the Data Protection Act.
- 6.2 If the media are invited into school for publicity purposes, parents/carers of those children likely to appear in media print will be informed.

7.0 Mobile/Smart phones

- 7.1 MMS (multi-media messaging service), video phones: these phones can take and transmit images and the same rules apply as for other photography – the user needs to recognise that any pictures taken are for personal use only.
- 7.2 The use of mobile phones which contain cameras of photographic capabilities will not be permitted in changing rooms, toilets etc.

8.0 Guidance for parents (see Appendix 2)

- 8.1 Written guidance will be given to parents/carers to the effect that any images must be taken for personal use only and will specify that images including other children or staff must not be put on the web/internet, and that if they are, Data Protection legislation may be contravened.
- 8.2 Parents/carers will be prompted with a verbal announcement at the start of the event that any images must be taken for personal use only. They will be reminded that such images must not be sold or be put on the web/internet (including social networking sites) otherwise Data Protection legislation is likely to be contravened.
- 8.3 People with no connection to our school will not be allowed to photograph – staff will question anyone they do not recognise who is using a camera and/or video recorder at events and productions.
- 8.4 The ultimate decision to prohibit photography or recording for an event rests with the Headteacher.

9.0 Review

- 9.1 This policy will be reviewed bi-annually, and at any other time as may be necessary.

10.0 Implementation of the policy

- 10.1 The staff and governors of Woodford Valley CE Primary Academy will manage implementation of this policy.

11.0 Related Policies and Procedures

- Safeguarding
- Health & Safety
- Curriculum
- E-Safety
- Social Networking
- Confidentiality
- Equalities
- Complaints

General Photograph Consent Form

Dear Parents

Name.....

During the school year, the school would like to take and use photographs to publicise and promote the school and its activities. We use these in the school's prospectus, on the school's website, in displays around the school, for recording pupil academic progress, or in the Tapestry online journal (Year R only).

In accordance with the General Data Protection Regulations, your consent must be obtained before any photographs or images can be published or stored. 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, and to store them in the school archives. These images or photographs may or may not be used by the local or national media and no names will be attached to the photographs. Where names are displayed with school work, we will only use first names and initial letter of a surname if necessary. Individual and group photos may also be stored in the school's archives and used on the school's website, the school's prospectus or year books for up to 3 years after a pupil has left this Academy. The exception is school/group photographs retained in the school archives.

Note: where images are captured by personal use, these images **must not** be placed on the internet or personal websites, as doing so would contravene the school's Data Protection Policy.

Please confirm your consent by putting your signature in the appropriate boxes and signing and returning this form to school.

If you DO NOT complete this consent form your child cannot be included in any promotion of school activities.

I CONSENT: to photographs of my child being used to record progress and on internal displays.	Signed
I CONSENT: to the school taking and publishing photographs and/or images for the purpose of school activities and events, and using the first name of my child.	Signed
I CONSENT; to the school using the first name of my child / children in group photographs or photographs for school activities, including the media.	Signed
I CONSENT; to the school using photographs or images of my child / children on the school website and school's prospectus and external agencies such as Salisbury Journal. I understand that these images will be available on the World Wide Web (published and online).	Signed
Signature	
Date	

**I understand that I can withdraw my consent at any time in writing or by emailing
admin@woodfordvalley.wilts.sch.uk**

Disclaimer - 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 when children are attending events outside school premises.

Appendix 2

Woodford Valley CE Primary Academy PHOTOGRAPHY AND VIDEO RECORDING POLICY

'Using your camera and video courteously' A guide for parents who wish to photograph and/or video a school event

It is natural for parents to want to record their children's time at school, especially when they take part in activities such as sports, concerts, nativity plays or other types of show. By following some simple guidelines we can proceed safely and with regard to the law.

Remember that parents/carers and others attend school events at the invitation of the **Headteacher and governors**.

The **Headteacher and governors** have the responsibility to decide if photography and videoing of school performances is permitted.

The **Headteacher and governors** have the responsibility to decide the conditions that will apply so that children are kept safe, the performance is not disrupted and children and staff are not distracted.

Parents and carers can use photographs and videos taken at a school event for **personal use only**.

Such photos and videos must not be sold to a third party and must not be put on the web/internet. To do so would break Data Protection legislation.

Recording or/photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images. It is your responsibility to obtain such consent and you will have to provide written evidence of obtaining consent to the Headteacher.

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 recognize, they may need to check who they are, if they are using a camera or video recorder.

Remember that for images taken on mobiles phones (including smart phones) the same rules apply as for other photography: you should recognise that any pictures taken are for personal use only.