

Inspiring each other to achieve success



Congerstone Primary School

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Photography Policy

Adopted from: based on **LA Policy/another school policy**

Policy to be reviewed: **Every year**

Last reviewed: **February 2018**

Date of next review: **February 2019**

Signed: Date:
Chair of Governors

Name:

Signed: Date:
Headteacher

Photography and Filming Policy

This policy governs the use of photography at Congerstone Primary School, the distribution of these photographs and possible implications of publication on the internet. It applies to parents/carers and wider family members, staff, children, governors and visitors.

Note. For the purposes of this policy,

'Camera' refers to any device that can take images, eg. mobile phone, iPad, tablet, DS, etc.

'Photograph' refers to still photos and film footage

'Social Network sites' includes Facebook, Twitter, Instagram, YouTube and all other social media sites.

Taking photographs of children's achievements and activities is a wonderful way of capturing a memory and promoting successes. This policy document explains, in detail, the school's requirement to obtain parental permission (where necessary) while taking such images and the safeguards in place to ensure anonymity (wherever possible) in their usage.

Our policy is founded on four main principles:

1. Safety and safeguarding

The overriding priority is to ensure photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of children who attend our school.

2. Privacy

We believe children and parents are entitled to their own privacy, and can therefore choose not to feature in photographs taken at school.

3. Projecting the Right Image

Photographs taken at school should not cause embarrassment to school, the children or the staff. Only images of children suitably dressed (not in a state of undress or swimming clothes) will be taken.

4. Sharing Children's Achievements

It is natural for every parent to want to share their children's activities & achievements at school with their friends & family. Our school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

Parents and carers are reminded regularly about expectations regarding the use of photographs:

Consent

- When a child joins our school, their parent or carer is asked for consent for their child to appear in photos used by school (Appendix 1 – parental letter).
- Congerstone Primary School encourages all parents to provide consent, as it enables us to include all children in depictions of school life, but we respect the right to refuse consent.
- Parents may, in writing to the Headteacher, withdraw consent at any time, or grant consent if they had previously declined.
- If a parent does not want their child to be photographed, options will be discussed with parents and they do have the right to withdraw their child from an event, (children would be then accommodated elsewhere within school). Options have to be manageable by school and could include for example, wearing a mask in a play if appropriate or having a role behind the scenes.

School Website and Social Media

All material posted on the school's website/Twitter pages will first be reviewed by a member of staff, who has access to and control of accounts, to ensure photographs meet our four main principles and the following safeguarding rules:

- 1. It must not offer any means of identifying a child. (be this visually, by name* or audibly).**
- 2. It must not feature any child whose parent/carer has not given consent.**
- 3. It must not embarrass the school, children or staff involved.**

Photographs intended for the school website should be taken either by a member of staff, or another person (typically a governor or parent) authorised by the Headteacher.

** If a child receives an individual award (eg. a maths competition entered through school) and the school wishes to share their achievement including a photo, parental consent would be sought before naming (first name only) them on the school website.*

External Photographers

- Terms for external photographers, such as local newspaper photographers, are agreed in advance with the Headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.
- Periodically school invites an official photographer into school to take portrait photographs of individual children and/or class groups. As a school we assess the validity of the photographer/agency involved and ensure that;
 - a clear brief on appropriate content and behaviour is provided by school
 - identification is worn at all times
 - parents are informed that a photographer will be in attendance
 - there will be no unsupervised access to children in one-to-one filming sessions
 - no photography or filming will be allowed outside the realms of the event

Children taking photographs in school

- Children regularly take photographs and film footage as part of everyday classroom practice; this is a powerful way of developing oral skills through reflection, review and editing.
- Children must only use their class login. Any posts uploaded to the secure area must be approved by the classteacher if the photograph/comment is appropriate
- Children only take photographs using school equipment under the supervision of staff or other authorised persons
- Children must not upload any photographs taken within school premises (school buildings, playground, field, etc.) on to the internet or any social media sites, e.g. Facebook, Twitter, Instagram, YouTube, etc.
- Any photographs children take that are then used on the school website or twitter page will be uploaded by a member of staff who has checked the images fulfil our four principles

Children are not to take photographs at 'end of year parties/events,' as these will not be taken using school equipment and it cannot be guaranteed what will happens to these pictures.

Whistleblowing

Congerstone Primary School is committed to maintaining the highest standards of honesty, openness and accountability. We;

- encourage you to report suspected wrongdoing as soon as possible, in the knowledge that your concerns will be taken seriously and investigated as appropriate;
- provide reassurance that you can raise genuine concerns without fear of reprisals, even if you turn out to be mistaken.

Code of conduct for parents

Parents and carers attend school events at the invitation of the headteacher and governors. The headteacher and governors have a responsibility to decide if photography of school performances/events is permitted.

Parents are welcome to take photographs so long as they keep in mind our four principles;

- Safety
- Privacy
- Projecting the right image
- A desire to share achievements

1. Events on school site

This includes:

- School plays- Christmas/Nativity/end of year
- Sports Day
- Sports events on school site
- Assemblies- celebration/ merit
- Y6 Leavers' Assembly
- For most of these, this is the school hall. For sports day, it includes the field.
- Photographs must
 - wherever possible ensure your child is the main focus of the picture
 - be for personal use only
- It is not permitted to take photos in classrooms or elsewhere in school unless explicitly authorised by the Headteacher.
- Photos of staff should only be taken when they are in a picture with other children such as giving an award, or unavoidably such as conducting the choir. Pictures of staff other than these situations **MUST NOT** be taken.

2. Events outside those listed above

- *Sporting events off school site,*
- Photographs must
 - wherever possible ensure your child is the main focus of the picture
 - be for personal use only
- *School trips*
- Parents who attend school trips are there in a volunteer helper position and cannot take photographs
- *School fayres*
- School fayres are classed as public events and this policy does not apply to these events. However we expect parents to respect the views of other parents and not publish photographs on social media sites if the photographs include other children

3. Distribution and Publication of Photos and Videos

- Photos taken at the events listed above (of children and/or staff) must be for parents and carers' personal use only.
- They **must not** be published on any internet website/social media site. Unless;
 - ❖ The photograph only contains your child's face
 - ❖ You have permission from the other parents

The reason for this restriction is that it is not possible for individual parents to ensure that all three safeguarding rules described above are adhered to at both the time of publication, and later.

4. Withdrawal of Permission

- The expectation is that parents will cooperate with this policy, as it is not reasonable for school to 'police' every event.
- If it is drawn to the school's notice that there is failure to adhere to these conditions, this may, at the discretion of the Headteacher, lead to withdrawal of permission to take photographs at future events. The Headteacher may also refer the matter to the Police.

Code of Conduct for Staff

- Staff will only take photographs and film using school equipment which belongs to school; ipads, cameras, and school phones
- Images will be transferred and stored securely on school server and only used by school staff. Images will not be stored at home
- File names given to electronic images will not identify the child e.g. we will not use Mary Jones.jpg
- Staff may take photos & video anywhere within school for the purposes indicated on the parental consent form.
- In activities such as dance and gymnastics, the content of the photograph will focus on the activity and not on a particular child.
- Photographs of three or four children are more likely to show their learning context.
- Children's books may include photographs of individual children in order to provide evidence of what they are learning.
- Images that only show a single child with no surrounding context of what they are learning or doing should be avoided.
- Images may be published on the school website or Twitter page if they conform to the our four main principles. They will not be published on any other internet or non-school approved social media site.
- Concerns relating to any inappropriate or intrusive photography will be reported to the headteacher.
- Photographs will be stored on the server in year folders for 7 years after which this folder will be deleted and removed from the school system
- Members of staff who are also parents/carers of children at school are permitted to take photographs at school events under the terms described in 'Rules for parents, carers/guardians and governors'.
- Will have a list of photographic consent for the children they have taken and take photos accordingly
- must not take photos of any child whose parent/carer has not given consent
- Can take photographs on school trips as part of a record of the children's work
- Can take photographs at school fayres however we expect any photographs to be in line with our principles and parental consent

Links to other policies

- Data protection policy
- Information and records management policy

Appendix 1 Parental consent

Our privacy notice which details our responsibilities when handling and processing personal data, is available on our school website www.congerstone.leics.sch.uk . A paper copy can also be requested from the school office.

CHILD NAME: _____ **CHILD'S CLASS:** _____

- I give consent for my child's name to be displayed around the school eg on display boards.
- I give consent for Congerstone Primary School to use photographs/videos of my child within school: for example;
 - 1) School displays
 - 2) Work in class books and learning journeys.
- I give consent for Congerstone Primary School to use photographs of my child for publication outside of school. Children in photographs will not be identified by name. If a child's name is mentioned only the first name will be used and no other personal details, except the name of the school, will be given. For example;
 - 1) School website
 - 2) Schools Twitter Page
 - 3) Schools Prospectus
 - 4) The Graphic/other local publicatons
- I give consent for my child to be photographed for a class or individual photograph which would be sent home for purchase.
- I give consent for school to use my information to contact me about Friends of Congerstone events, school events and relevant activities.

For children with medical conditions/care plans:

- I give consent for my child's name to be displayed in suitable protected locations around school to identify if they have a particular medical requirement so as to allow staff to identify them quickly in the event of any health issue. For example; allergies/intolerances/asthma.
- I give consent for my child's photograph to be displayed in suitable protected locations around school to identify if they have a particular medical requirement so as to allow staff to identify them quickly in the event of any health issue. For example; allergies/intolerances/asthma.

This consent form will cover your child's entire time at Congerstone Primary School. Should you wish to make any changes to your given authorisations, please contact the School Office immediately to obtain and update this form.

Signed:.....

Date:.....