

St. John Bosco RC Primary School



Policy for the Use of Photography and Video in School

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POLICY FOR USE OF PHOTOGRAPHY AND VIDEO IN SCHOOL

INTRODUCTION

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.

Photography of pupils in schools is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of child protection and copyright in performances.

The Governing Body wishes to make every effort to prevent any inappropriate use of photography of pupils of St John Bosco RC Primary School, whilst acknowledging that families wish to photograph their children at school events throughout their school life.

The Data Protection Act 1998 affects our use of photography. This is because an image of a child is personal data for the purpose of the Act and it is a requirement that consent is obtained from the parent of a child under the age of 12 for any photographs or video recordings for purposes beyond the school's core educational function. (eg school web sites, school productions). As it is likely that there will be a number of occasions during a child's time in educational activity when the school may wish to photograph or video that pupil or for school and other events which are photographed for publicity purposes, the school will seek consent when the pupil starts at the school, to last for the duration of their stay.

1. RATIONALE

St. John Bosco School has a duty of care and responsibility towards its children, parents/carers, designated adults, staff and visitors. The procedures outlined below will be followed in ensuring consistent and safe practice.

It is the school's understanding that photography (includes photographic prints and transparencies, video, film and digital imaging) generated by a parent (anyone with parental rights and responsibilities in relation to a pupil) in school (whenever and wherever pupils and young people are the responsibility of the School Governors/Children's Services) are for the sole use of the family concerned. They are not for display, distribution any other purposes outside of that family.

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. 'In school' refers to all occasions whenever and wherever pupils are the responsibility of staff. 'Parent' refers to anyone with parental rights and responsibilities in relation to a pupil.

Thus this Policy sets out to ensure that:

- individual rights are respected and child protection ensured;
- photographs are only used for the purpose intended;
- school use of photographs is facilitated;
- personal family photography is allowed where possible;
- parents are given the opportunity to opt out.

2. 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. Creative Arts Week, 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

3. 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

Parents are not covered by the Data Protection Act 1998 if they are taking photographs or making a video recording for their own private use. The act does not, therefore, stop parents from taking photographs or making video recordings at school events, such as nativity plays. Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of a school event). Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film. Without this consent the Data Protection Act 1998 would be breached.

The school will take appropriate steps to ensure that people with no connection to St John Bosco do not have any opportunity to film covertly. Staff will be asked to question anyone they do not recognise who is using a camera or video recorder at events and productions

'Use your camera and video courteously'

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 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 in order that children are kept safe, that the performance is not disrupted and children and staff not distracted and that health and safety is not compromised.
- 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/social media 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.
- The school will ensure that children are made aware that taking and distributing inappropriate photographs (such as taken during residential trips and usage in bedrooms, swimming) is against the law.
- Parents who wish to take photographs may be asked to wait until a specific time as photography during performances, liturgies/collective worship or school trips is not permitted.
- Commercial copyright in school shows or drama productions will normally preclude parents from filming or recording pupil performances. If that is the case, the audience will be told that there must be no infringement of copyright.
- Parents accompanying a school trip should not take photographs except when asked to do so by a member of staff and then only using a school camera.
- Parents should be made aware that, when class or group photographs are taken by a commercial agency, the photographer retains copyright. Parents must be given contact details of the agency used.

By third parties:

- From time to time, third parties may be invited by the head teacher to cover school events or to highlight pupil successes and the photos used in school publications or the wider media. In such cases, only children whose parents have given permission should be photographed

The school photographer

Class and individual or group photographs are annual school events. Parents are asked in advance whether or not they wish their children to be included in these events. The school will only ever use reputable commercial photographers. The photographers retain the copyright of all photographs. Children's photographs taken by the school photographer are also used for the school's SIMS management system.

Use of images within school

Parental permission will be sought through a consent form completed on admission to 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.

Staff may take photographs of children at school or on school visits and events using school cameras for the purpose of recording the life of the class; class journals; for use in display; for use in assessment for learning; and for any other appropriate purpose related to the life of the school.

Where permission for a child to be photographed has been withheld then every effort will be made to ensure that a breach of privacy is not made. Photographs should be securely stored and used only by those authorised.

Photographs taken for publicity and promotional purposes should be retained for a maximum of two years. Photographs contributing to the history of the school, its pupils, activities or the community can be retained indefinitely.

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 to school, 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 the 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 parental consent form unless personal information, such as pupil names, are to be used, in which case permission will be sought separately.

4. PARENTAL CONSENT

Parents of children attending the school will be asked to complete a consent form as their child starts school. This consent will be valid until the child leaves 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 notifying the school in writing.

5. 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.

6. MONITORING

Staff and Governors 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.

Signed: _____

Designation: _____

Date: _____

Review Date: _____