



Cliffe VC Primary School

Photography Policy

Rationale

At Cliffe VC Primary School, we recognise that photography is a useful tool within school and it is employed routinely in many ways, for example for record keeping, displays, teachers' lessons and the children's own work. On occasions, photographs are also used for the press and other promotional purposes. We also recognise the wishes of parents to take photographs and/or video of their own children participating in school events. We are, however, also sensitive to the wishes and rights of parents who may not want their children to be photographed and/or who might have concerns about the use of such images. We are aware of our responsibility to protect the children in our care from harm.

The taking of photographs in school is an increasingly complicated and sensitive area as technology has now made it much easier for pictures and images to be used and distributed inappropriately, both as printed material or as a web image. It is therefore important that schools take practical steps to ensure that pictures and images taken on school premises or at school events are done so in a way that reflects the protective ethos of the school. In order to ensure that as far as possible the use of photography and video is used safely in school and in connection with school events, the advice provided below should be followed.

For ease of reference the following "school" photography definitions are provided:

School curriculum / internal use

Photographs/digital images taken for curricular use, displays, workbooks, school trips, notice boards, school events and/or assessment purposes.

School Publicity photography

Photographs/digital images used to help promote and publicise the success of the school through newsletters or the prospectus. This may on occasion also involve outside agencies such as the local press.

School Website photography

Photographs/digital images used to celebrate individual, class and/or team success or highlight good practice within the school. Photographs of children are always used anonymously.

School Photographer

Class and individual/family school photographs taken by a reputable commercial photographer and sold to parents. Parents are always advised of this in advance.

School events

Photographs or video taken of school concerts, productions and other performance events, sports events (including sports day), sports fixtures and class assemblies. Unobtrusive and sensitive photography will normally be permitted, if it is possible at a particular point in the event, though some restrictions may be necessary for reasons of safeguarding/ child protection or out of respect for the rights and privacy of parents who have withheld or

withdrawn consent for their child being photographed. Video or sound recording of copyright musical or theatrical performance is normally forbidden.

The Legal Position

It is not illegal for photographs of children to be taken in school by staff and using school equipment but it is sensible to comply with all current recommendations and/or good practice recognition since photographs and video images may be classed as personal data under the terms of the Data Protection Act 1988. Therefore such images may only be used for school publicity or other purposes in cases in which the consent of the parent or legal guardian has not been withheld or withdrawn. At Cliffe VC Primary School, we will not display personal images on websites, in publications or in a public place where such consent has been withheld or withdrawn and will, wherever possible, avoid naming individual children.

Parental Consent

As a minimum requirement, all parents/carers will need to know that their children may be photographed at school and the opportunity will always be open for parents to withhold or withdraw consent for:

1. Photographs or video taken by members of staff for school based publicity and promotional purposes (school newsletters/ prospectus) or for anonymous use on the school website.
2. Photographs or video taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success.
3. Photographs or video taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.

The Withholding or Withdrawal of Consent letter will be issued to all parents each September and a central file record retained of any responses received. If consent is not specifically withheld or withdrawn by a parent/carer, then the school will imply that consent has been granted. The views of parents who, for any reason do not wish their child/children to appear in such photographs will be respected at all times and all reasonable measures will be taken to ensure compliance with their request, including when on educational visits, sports fixtures, etc.

Use and Storage of Photographs and Video Images

Photographs taken as records of events or for educational purposes may be displayed around school on display boards and/or in evidence files and are then archived after use.

Photographs are not exchanged with anyone outside school or held for private use. The staff is only permitted to take photographs and/or digital images of children in "school or educational provision settings" and may only use school approved and purchased cameras or recording equipment. The use of personal mobile phones to take digital images is not permitted.

Neither staff nor other adults within school are permitted to take photographs of children in one to-one situations or when children are in vulnerable situations, such as when they are upset or not appropriately dressed.

As part of specific curriculum items and on certain special occasions (e.g. at residential), children may be allowed by staff to take photographs of each other. This will always be at the discretion of staff, who will intervene if necessary in order to prevent the taking of inappropriate images or video.

Should the school learn about any inappropriate use of images involving children, the school will take immediate and proportional action including, if judged necessary by staff in consultation with the headteacher, recording and reporting any incident which could raise child protection concerns.

Photography during school events

While we recognise and will try to accommodate the wishes of family members to take photographs or video of their own children or grandchildren during school events, including concerts, productions and other performance events, sports days, etc., we also recognise that the taking of photographs, video and the increasing use of mobile phones to record images can prove very distracting to both the performers and others in the audience, especially when done insensitively. It is also the responsibility of the school to ensure that we are compliant with safeguarding requirements at all times and do not put at risk the safety of any vulnerable children. In addition, such events can involve all children throughout school or at the very least all the children from a particular key stage, and sometimes may even include children from other schools, such that complying with the wishes of those parents who do not wish their child to be photographed is a complex and sensitive matter.

In order to minimise disturbance, the school will, if possible, arrange for official photographs of concerts, productions and other such performance events to be recorded by nominated and CRB checked individuals (e.g. staff, governor, parent). These photographs and/or video could then be made available to parents for a donation to school funds shortly after the event when they sign to say it is solely for personal use and not for distribution.

However, if family members do wish to take photographs or video with their own cameras during a performance, or indeed during any other school event, the school will normally permit this, providing that the following ground rules are adhered to in order to respect others and ensure safeguarding is not compromised:-

In the case of concerts, productions and other performance events:

As an invited guest of the school ensure that you follow their requests as to when and where you can safely take photographs, and only of your own child. This will usually be at the end of an event and only in a particular area.

Ensure that any and all images taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.

Refrain from taking further photographs and/or video if and when requested to do so by staff.

To avoid any disappointment and confusion, all parents will be notified of the requirement to observe the constraints on the use of photography and digital images in advance of any school performances, productions or other similar events.

As noted above, it may be necessary for the school to request that no photography or filming take place at a school event (for example, to account for specific safeguarding needs). In such circumstances, this restriction will, as far as possible, be made clear to all those attending before the event begins. Anyone who continues to take photographs, video or other images after being informed of such a restriction will be asked by a member of staff to stop and to delete any material they have recorded.

Please note that the use of personal cameras, mobile phone cameras or other recording equipment is prohibited on school premises at all other times. Children may then only be photographed by members of staff and using school equipment, and only if the parents or legal guardians of a child have not withheld consent. Please speak to the Headteacher if you are unsure about the appropriate use of photographic or recording equipment and/or subsequent use and sharing of images.

School Website Images

The school website supports communication with parents and pupils and helps to promote and publicise the success of the school. Pupil's school work is sometimes displayed on the website and can occasionally include discreet images of children engaged in curriculum or enrichment activities. However, images of children are always used

anonymously and never in cases in which parents or legal guardians have withheld consent. Any subsequent requests from parents to remove images of their children will always be respected. For further guidance please refer to our school Website Policy and the guidance published in the parents' section of the school website.

Monitoring and Evaluation

Cliffe VC Primary School has a duty of care and responsibility towards pupils, parents and staff and the care, safety and privacy of the individual is the key feature of this policy. The policy will be reviewed by the governing body as part of the school's monitoring cycle.

Date - January 2015

To be reviewed Sept 2017

Signed.....

Signed.....

Chair of Governors

Headteacher