



Date Policy Agreed by Governors:		Date Policy to be Reviewed:	
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Use of Photographs and Video in School

Introduction

This policy sets out the school's position regarding the use of photograph and video recording by staff, pupils and parents, within the terms of the Data Protection Act and the Human Rights Act.

Photographs and video images of children, staff and parents are classified as personal data which means that we cannot use images of clearly identifiable people, unless consent is given by, or on behalf of, the individual concerned. **The key point to remember is that school should always have the permission of the pupil / parent prior to using the image.**

Use of Photographs and Video

At Hallgate Primary School, we use photographs and video for a variety of purposes. These include:

- to celebrate pupil achievement
- to capture significant events and activities
- to record sports events, school trips, residential visits
- for curriculum assessment
- to accompany individual records

These photographs may be used for display purposes in school, providing evidence of activities in pupil exercise books or for information sharing, such as in the school newsletter, the school website and Twitter account.

Consent

We will not publish images of any subject in a photograph or video on the website, social media or in publicity materials without prior consent from parents / guardians. Parental consent will be obtained when a child starts school; consent forms are kept in the school office and recorded on ScholarPack if permission has been given or not. Class teachers are provided with a list, so that they are aware of any child who does not have parental consent in place.

Consent will be checked before any photographs or videos are made public. We will avoid using photographs of children after they have left Hallgate Primary School. A permission list is provided for each class at the beginning of the academic year and is updated when pupils arrive/leave school.

What happens if parents do not give their consent?

Parents may decide not to give their consent for any photograph / video of their child to be published outside of school. In this case, the following procedure will apply:



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- A list of children who cannot have photos published outside of school will be produced by the school office and given to each class at the beginning of the academic year. This will be updated whenever changes occur; the information is also available on ScholarPack.
- Where possible, staff should take a picture of an event / activity with all children in for internal use and a second photo, which doesn't include those children without consent. This image/video can then be published outside of school. Coloured wristbands are used to support staff in relation to clearly identifying who can / cannot have their picture taken.
- Arrangements for children without consent to take part in productions / performance will be considered, especially those where other parents will be in attendance. These incidents will be discussed with parents at the outset.
- **A final photo/video check (ideally by a second member of staff) must be made before anything is published.**

School Performances and Events

The Data Protection Act does not prevent individual parents recording, filming or photographing their own child's performance at school events; this is covered by an exemption to the Act.

A reminder is given at events that, for safeguarding reasons, any photograph or video of any child other than their own should not be added to their own social media sites, shared across social media websites or published in any other form.

Images must only be taken at times and places designated by the school and in a way that does not disrupt the performance or enjoyment of the participants / audience. As a school, we ask that parents refrain from taking photographs or videos during a performance or event and we will provide opportunities for supervised group photographs at the end of the event.

Visitors in School

Visitors to Hallgate Primary School are asked **not to use mobile phones on the premises**. This is in order to reduce the risk of inappropriate use of images, sounds or videos.

Use of Devices in School

Photography / video tools are available on devices within school, including iPads and Chromebooks. They provide valuable tools within a school setting for assessment, learning, celebration and enjoyment. Pupils are encouraged to take their own photographs and to video activities they are engaged in, both as part of the learning process and as a record of their learning.

All use of devices for photography / videoing is in line with the Acceptable Use, Computing and Social Networking policies.

Only school devices will be used to photograph / video pupils. There may be some cases, e.g. school visits, residentials, etc. when staff may need to use a personal device. In these



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instances, prior authorisation needs to be sought from the Headteacher, based on having a good reason and with an understanding that all images / videos are deleted immediately once transferred from the device.

Photographs / videos will be stored on a cloud-based service and will not have any associated personal information attached.

Use of Images / Videos

- Internet: Only appropriate images will be used on our school website and media accounts. Children will not be identifiable by their name / address.
- Display: Photos will be displayed around school to illustrate activities and celebrate achievement. Only first names will be used to label pictures taken. Staff will be aware of displaying photos of vulnerable children in prominent locations.
- Media Publications: Sometimes, local or national media visit school to report on a news story. Photographs taken for the purpose of journalism are exempt from the Data Protection Act. However, we will endeavour to ensure that children who do not have parental consent are not included in the photo / film, by positioning them in a less visible position and also by asking the press to be considerate.
- Website: We may use images of the children to promote the school on our website and this will be guided by the following principles:
 - We will not include full names of any child, although first names may be used in some circumstances.
 - We will not include personal email / postal addresses or telephone numbers.
 - We will have general labels for group photographs, e.g. A Science Lesson in Y56, Making Christmas Decorations in KS1.

Responsibilities

The Governing Board are responsible for the review of this policy to ensure that it remains appropriate. It will be reviewed on an annual basis, or in light of legal / technology changes.

The Headteacher is responsible for ensuring that images are used as set out in this policy, that appropriate consent is received from parents and for discussing specific concerns.

Parents are responsible for ensuring that images they take at performances are used responsibly and are not published in the press, on the internet or on social media.