

**Photographic and Video Images Policy**

**Introduction**

There are many occasions when it is good to make use of photographs and video images that include children and this is appropriate and to be encouraged. However, our school will do all it can to ensure that images are used properly and that risks are minimised so that our children kept safe and secure at school. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

Under the terms of the Data Protection Act (GDPR), all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity, unless consent is given by or on behalf of the individual concerned.

Images may be used for a range of purposes including: teaching and learning, promotional materials and administration and management.

**Parental permission**

All parents and carers will be asked to sign a consent form allowing their child to be

photographed or videoed (professionally or by staff) while taking part in school activities, and for the image to be used by the school. This form will be given to the parents/carers of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc, and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures/ videos taken of them.

All pictures taken will be appropriate and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

**School performances**

We will allow professional / school video and photographic recordings of all school performances, as long as the parents/carers of the children involved have given their consent. The school will observe the way in which video recordings are made and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. For example, photography is forbidden in changing rooms during school productions, sports events etc. Parents/carers will be allowed to take photographs of their children during performances, class assemblies, etc. but they WILL NOT be allowed to video their children. They will be reminded each time they attend a performance / assembly that they must not share images on social media sites that contain any children other than just their own. Parents / carers will be asked to sign in at any event and will be made aware that by signing they are agreeing to the conditions above. Sometimes performances will be filmed in school and parents / carers will be able to purchase a copy of the DVD. Wherever possible, videos may be published on the school website for a temporary period, as long as these are edited to ensure that children whose parents have not provided consent will not appear in them.

**The Internet**

Only appropriate images will be used on the school website / school Facebook page and children will not be identified by their name or address.

**Use of digital cameras in school**

There are many ways in which the use of digital images is valuable for children's learning in subject specific and cross curricular experiences. Children will be taught how to take pictures and they will be supervised by an adult when they have access to a digital camera. The school will occasionally take photographs and videos to evidence children’s achievements; this will include tapestry observation (Nursery) and developmental tracking within early years.

**Media publications**

Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. In this situation, where children's images might be made public, the school will inform parents of the event in advance, and allow them to withdraw their child from the event if they so wish. Newspapers normally ask for the names of the children to go alongside the photographs. If parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

**Ownership of Images and Footage**

Any images collected by employed staff during school time and events are ‘owned’ by the school and it remains the school’s responsibility to store or delete the images securely once they have been used and never to pass on images to a third party. No rights to images can be claimed by outside agencies or the representatives of individuals. The school reserves the right to not allow images of the school and its community to be used for any purpose beyond education of the pupils, regardless of parental consent, if there are overriding reasons. Parents/carers may purchase copies of images stored by the school, provided their own child is in the image.

Employees of the school may temporarily store school related images on their laptops and PC’s at home only as part of their work for the school, provided that the images are not altered or transferred in any way that may make any individual become vulnerable. Employees must delete school related images from their machines once the task is completed. If photographs are taken using a hand held device/mobile phone (if a camera is unavailable), the image must be emailed/uploaded to the school secure server (Staffworks) and then deleted immediately.

**Monitoring**

This policy will be monitored by the governing body and revised as appropriate, and not less than three years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the headteacher.

This Photographic and Video Images Policy was formally reviewed and adopted by Stanningley Primary School in February 2023.

Chair of Governors:  Headteacher: 

Next Review: February 2026

**APPENDIX 1**

**General Data Protection Regulation GDPR**

**Request for photo / video consent**

**Name of Child:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please circle the appropriate box in each section

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Reason for Consent** |  | | | |
| I consent to the school using a photograph of my child *to support the school pupil welfare procedures – for example:*   * *in a child’s confidential medical file (where appropriate),* * *for end of year school reports* | Yes | No | | |
|  | | | | |
| *I consent to the school using photographs of my child to reflect what they are doing in school– for example:*   * *on class birthday boards* * *on coat pegs* * *photographs of children working* * *photographs of children singing and performing* * *celebrating achievements – e.g.in class / assemblies* | In the classroom | | Y | N |
| Around school | | Y | N |
| On the school website | | Y | N |
|  | | | | |
| *I consent to the school using videos of my child to reflect what they are doing in school – for example:*   * *children reading out stories, reciting poems, etc* * *children making presentations* * *children working* * *children singing / performing* | In the classroom | | Y | N |
| Around school | | Y | N |
| On the school website | | Y | N |
|  | | | | |
| *I consent to the school using photographs of my child to reflect what they are doing outside of school – for example:*   * *school trips* * *sports events* | In the classroom | | Y | N |
| Around school | | Y | N |
| On the school website | | Y | N |
| In Newspapers | | Y | N |
| For a publication/ magazine | | Y | N |

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please return this form to your child’s class teacher. Thank you for taking the time to complete this.