

Maids Moreton CE School

The use of Photographs and Videos within School

The purpose of this policy is to set out the school's position in relation to the use of photography and videoing in school and should be read in conjunction with the school's Safeguarding and Data Protection Policies.

As part of our school activities, we sometimes take photographs and record images of children within our school. Any images taken are treated with due regard to data protection law [GDPR 2018] and the need to safeguard the privacy, dignity, safety and well being of pupils.

Reasons that photos and videos may be taken in school include:

- To share general information about the life of the school and our wider curriculum.
- To showcase events and activities that pupils have participated in e.g, school visits, performances, sporting competitions.
- To celebrate special occasions and school successes, e.g. presenting awards.
- To promote the school in general as well the activities in which our pupils are participating.
- To contribute to the historical legacy of the school, its activities and its events over the years.
- To provide a pictorial record of children's learning, academic achievements and progress, e.g through the Tapestry online learning journal*.
- To identify pupils with particular medical needs for safety reasons.
- To take professional individual/class/school photographs

*The Tapestry online learning journal will be used to share and celebrate each child's learning and achievements with their parents. Permission will be sought on entry from parents to set up a secure password protected Tapestry account for their child.

The ways in which images may be used include:

- Internally within school e.g. on noticeboards, events files, electronic photo

frames and display boards.

- In children's work books and on their Tapestry accounts.
- On our school website or social media page.
- In our school prospectus or other promotional material.
- Outside of school by external GDPR compliant third parties such as the school photography company.
- Within the local press.

Consent

In most instances where photos and videos are taken, we are required to obtain written consent from parents/carers. **[see Appendix 2]**. We ensure written consent is specific and we clearly explain how the photograph and/or video will be used. Photos and videos will only be used for the specific purpose intended. Parents/carers will be asked to complete a consent form upon their child's admission to school. This consent will remain valid for the time the child remains on roll at the school.

Once consent has been received, no further consent will be sought by the school. Parents may change their consent options at any time by requesting a new form. If parents/carers disagree over consent for their child or fail to return the relevant form, it will be treated as though consent has not been given.

Once children have left the school, consent will automatically expire to use previous images of these children in future publications or posts. This does not apply to previous images which were posted during the time that the child was on roll in the school. Some photos of past events may be deleted by the school from the social media site and website, but others may be retained to contribute to the historical legacy of the school, its children, or activities in the community.

NB: In all instances where consent is sought to use photographs, children will not be identified by name. Where names are used, these are not accompanied by photos.

All children will have full access to all activities, experiences and events irrespective of their parental choice over image consent.

Security and Retention of images

All photos/videos taken will be used only for the legitimate purpose intended and securely disposed of/deleted/retained in accordance with our Data Protection Policy

and in line with our Data Retention Schedule. Access will be restricted to specified authorised personnel.

Where another body provides services or activities separately, using the school premises, the Governing Body will ensure that the body concerned has appropriate policies and procedures in place in regard to safeguarding children and the GDPR.

Parents' Taking of Images

When parents attend performances and events within school, they may take photographs/videos of their children for their own personal use. Photography/videoing will not be permitted in areas where children are changing into costumes/PE kits etc. Parents should not publish or share images on social media where other children or adults are visible in the shot. Whilst parents/carers are not required to comply with the General Data Protection Regulation 2018 [GDPR] when take photographs for their own private use, we request that they adhere to our guidelines in order to respect and safeguard the wishes of other families. **[see appendix 1].**

Responsibilities

The Head Teacher and governing body are responsible for:

- ensuring that images are only used for the legitimate purpose intended.
- ensuring that systems are in place to obtain parental consent and that records are retained indicating whether consent was given/not given.
- ensuring that photos/videos are only used of children whose parents have given consent.
- ensuring all photos and videos are stored/disposed of/transferred securely in accordance with the school's Data Protection Policy and Retention Schedule.
- deciding if a specific event is one at which photography and videoing will be permitted and informing parents of this decision.
- ensuring that photographs or videos are only taken of children who are suitably dressed.
- ensuring that all images are used and accessed only by authorised personnel.

Parents are responsible for returning to the school the appropriate consent forms.

Guidance for parents

- A copy of '*Using your photography/recording device courteously code*' will be accessible to all parents/carers. **See Appendix 1.**

- Parents/carers will be prompted with a verbal announcement at the start of all events/performances that any images/recordings must be taken for personal use only and must not be published on the internet or shared via different media platforms.
- People with no connection to our school will not be allowed to take photographs or videos. Staff will question anyone they do not recognise who is using a camera and/or other device at school events and productions.

Monitoring

Governors will review this policy every three years, taking into account advice and guidelines from local or national Government.

The Head Teacher will monitor the implementation of this policy and will ensure that all staff are familiar with its contents. Procedures set out in this policy will be maintained until the policy is reviewed. Any changes to the policy will be communicated to parents as necessary.

Policy written by Keira Ainsworth: July 2024

Policy ratified by Full governing body: Nov 2024

Policy review date: July 2027

Appendix 1

'Using your photography/recording device courteously code'

A guide for parents who wish to take photographs and recordings at a school event.

When parents attend performances and events within school, they may take photographs/videos of their children for their own personal use. By following some simple guidelines we ensure that everyone can proceed safely, with due consideration to others and with regard to the law:

- Parents and carers attend school events at the invitation of the Head Teacher and Governors.
- The Head Teacher and Governors hold the responsibility to decide if photography and/or recording of school performances/events will be permitted.
- Parents and carers can use photographs and videos taken at a school event for **their personal use only**. Such photographs and videos cannot be sold and must not be published on the internet or shared via different media platforms. 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/recordings.
- 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/event and to ensure the safety of all parties.
- Parents and carers must not photograph or video children changing for performances or events.
- If you are accompanied or represented by a person/people who the school staff do not recognise, they may need to check their identity and relation to the school if they are using a camera or recording device.

Appendix 2

PUPIL DATA CONSENT FORM

Pupil information/data is essential for the school's operational use. We use this data to effectively perform our function as a school, to carry out the task of educating our pupils or to ensure we protect their welfare and safety. Whilst the majority of information we process is therefore mandatory, the use of some data is given to us on a voluntary basis for which we require your consent.

To help you understand how and why we use personal information in each of these voluntary instances we have provided further details and would ask that you take a few minutes to read the information below and complete the attached consent document.

Parental Consent – An Explanatory Guide for Parents

The information below is provided to parents and carers to help with understanding the context surrounding each of the consent requests made by the school. Please ensure that you use this information in conjunction with our standard 'Consent Form' when providing / declining your consent within each of the given contexts.

Section 1: Using Photographs

There are a number of instances in which we would like to use photographs of pupils which have been taken within the school or during school organised activities, for which we require parental consent. Photos used represent children in a positive light, at work or at play or taking part in events.

Taking and using photos: Photos of pupils may be taken for a number of purposes-see below. NB: In all instances where photographs are used, children will not be identified by name. Where names are used, these are not accompanied by photos. All photos taken will be used only for the legitimate purpose intended and securely disposed of/deleted/retained in accordance with our Data Retention Policy.

Internal Displays: Photographs of pupils are used within our internal displays to highlight participation within specific learning activities as well as to celebrate achievements. These may be viewed by anyone within the school including pupils, parents, staff and visitors.

Website Photographs are used on the school website to showcase activities that pupils have participated in e.g. May Day, school visits, performances, sporting events and to share general information about the life of the school and our wider curriculum. They also contribute to the historical legacy of the school.

Social Media: Photographs of pupils are shared via the school's social media platform [the school Facebook page] to showcase information about the life of the school and our wider curriculum. They also contribute to the historical legacy of the school.

School Prospectus/Publicity material: Photographs of pupils are used within our prospectus and printed/electronic publicity materials in order to promote the school in general as well the activities in which our pupils are participating. Our prospectus and promotional materials are shared with a wider audience, including current/prospective parents and the local community.

The press: Photos may be published in the press to showcase school activities and successes.

School photographer: Twice a year, our school photography company takes individual and class photos of the children which are available for parents to purchase.

May I also take this opportunity to remind you that when parents attend performances and events within school, they may take photographs/videos of their children for their personal use only. Parents should not publish images/recordings on social media which include other children or adults, as this contravenes data protection.

Section 2: Promotional and Marketing Material

As a school we like to keep you informed of the activities and events that take place within the school and local area and to enable you and your child to access fully the opportunities on offer. We will always keep you up to date with matters that relate to your child's education and inform you of important news and events. For efficiency and quality of service, we send out the majority of our information via Parentmail, which is a secure, GDPR compliant system.

PTA Events: The PTA writes regular letters and updates to communicate with parents about planned and previous fundraising events and activities for children. Letters and communication are shared electronically with you via Parentmail using the email address provided.

Promotional Material: We are also keen to inform parents of other events that take place within the locality and to provide details of any appropriate marketing material. For example, we may send you details about holiday clubs or events for children organised by the local library. These communications are carefully filtered and we only send you information that we consider may be of genuine interest. Copies of any applicable information / material will be shared electronically with parents via Parentmail using the email address provided.

Section 3: Pupils' names

Names of pupils may be shared on the school website or on display boards around school e.g. names of the members of the school Council on the website or names accompanying children's work on a display. We will use first names only and the initial of their surname where required.

Please complete the consent form below: [Circle as appropriate]

Photos

I give consent for the school to take photos of my child.....

1. to be used within internal school displays. **Y N**
2. to be used on the school website. **Y N**
3. to be used on the school Social Media Page. **Y N**
4. to be used in the school prospectus/promotional material. **Y N**
5. to be used within the press to celebrate school successes/achievements/events.
Y N
6. for whole class and individual photographs taken by the school photography company, which would be sent home for purchase. **Y N**
7. to appear on the recording of the Christmas nativity production and KS2 performance recording. **Y N**

Communication

I give consent for the school to send me the following correspondence:

8. information from the school PTA about their events and activities. **Y N**
9. promotional material about events of interest within the local area **Y N**

Children’s names

I give consent for my child’s first name [and initial of surname where required] to be displayed:

10. on the school website where appropriate, e.g. names of school council members.

Y N

11. in the classroom/around school on display boards. **Y N**

I have read and understood the explanatory guidance provided

Parent/Carer Signature:		Name of child:		Date:	
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Changing your consent in the future

This form is valid for the period of time your child attends Maids Moreton CE School unless you inform us otherwise. Should you wish to make any changes to your given authorisations, please contact the School Office immediately to obtain and update this form. NB Changes will take effect from the date consent is issued and no retrospective changes can be made.

Once children have left the school, consent will automatically expire to use previous images of these children in future publications or posts. This does not apply to previous images which were posted during the time that the child was on roll in the school. Some photos of past events may be deleted by the school from the social media site and website, but others may be retained to contribute to the historical legacy of the school, its children, or activities in the community.