

Broadwaters ILC - Photography policy

Rationale

The word photography is used in this policy to include traditional photographs and digital images of any kind, still or moving.

For many years photography has contributed both profoundly and superficially to our culture. It plays a significant role in commerce, entertainment and communication; it is commonplace in our homes and it is an important element of school life.

At The Brook Special School we feel it is vital that achievements are recognised and that pupils feel valued, proud and happy. Photography is a useful tool within school and it is employed routinely in many ways, for example record keeping, displays, teachers' lessons and the children's own work. On occasions photography is also used for the press and other promotional purposes, including the school's website and social media sites (Twitter, Facebook, etc.). We are, however, sensitive to the wishes and rights of parents who may want to be specific about what their children's photographs/videos are used for.

This policy has been written with reference to the ICO Good Practice Note 'Taking Photographs in Schools, DFE Guidance taken from The Key website.

Definitions

"Personal use" of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo, and are not intended to be passed on to unknown sources. The principles of the GDPR do not apply to images and videos taken for personal use.

"Official school use" is defined as photography and videos which are used for school purposes, e.g. for building passes. These images are likely to be stored electronically alongside other personal data. The principles of the GDPR apply to images and videos taken for official school use.

"Media use" is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for a local newspaper. The principles of the GDPR apply to images and videos taken for media use.

Staff may also take photos and videos of pupils for "educational purposes". These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events, assessment and workbooks. The principles of the GDPR apply to images and videos taken for educational purposes.

Taking Photographs and Video

We do not seek consent from parents/carers for school-related photography of pupils as we consider this part of normal school life – and important for assessment. Photography will not be taken of any child when they are vulnerable – upset, hurt or in a state of undress. Photography will be taken using school-owned devices only.

We do ask parents to give consent for children’s photographs/videos to be used in publicity material (school documents, website, media coverage and social media sites).

A register is kept of children who must not be included in intended for publicity material. As well as a master register of all children, each class teacher will have access to an up-to-date register for children in the class and what permissions/consents have been given by parents. This class register will always be available to teachers – in school and on educational visits – so that photography of children who do not have consent for publicity will not be shared or used, other than for assessment/record keeping.

All reasonable measures will be taken to ensure that children are not photographed or videoed by a visitor to school or while on an educational visit outside school, unless they have the publicity consent.

The exception to this may be photography taken by parents at school events such as concerts, sports and performances; in which case a member of staff will make very clear to those taking photography that images are for personal use only – not to be shared electronically Parents are always advised of a visit from a commercial photographer and invited to participate.

Use and Storage of Photographs and Video:

Class photographs are held for reference in the office and archived after use. Individual photographs are taken for use on the school’s Management Information System (MIS). This is for school use for registration (attendance and lunchtimes) and safeguarding and health and safety purposes.

Photographs taken as records of events or for educational purposes may be displayed around the school. They are then archived after use.

As with children’s files, archived photographs will be held until the subjects of the photographs attain twenty one (the “age of majority” plus three years in which to bring any legal action).

Photographs shall not be used for private use by any employee or volunteer. Where it is legally required or necessary (and it complies with data protection law) we may share relevant information.

Website/social media

Photographs of children are used minimally and anonymously on our website. Parents reserve the right to have any photograph of their child removed.

Photography may be used on the school's Twitter and Facebook pages. Only images of children who have parental consent will be used.

Names of pupils will not be used in this context. Please also see the school's social media policy.

Review

Approved May 2018

Reviewed Summer 2019.

“Using Your ‘Phone, Camera or Video Courteously”

a guide for parents at school events

Generally photographs and videos for school and family use are a source of innocent pleasure and pride, enhancing self-esteem for children and their families. Please follow these simple guidelines to be sure that all our children are safe and we act with regard to the law:

- Remember that all adults, including parents and carers, attend school events at the invitation of the Head teacher and the Governors

The Head teacher and the Governors have the legal responsibility to

- decide if photos and videos of school performances are permitted
- decide the conditions that will apply to the specific event in order that children are kept safe (*eg where pupils stand, suitable clothing, activities*)
- decide the conditions that will apply to the specific event in order that the performance/ event is not disrupted (*eg timing or position of photographer*)

- Parents can only use images taken at school events for personal use. Images must NOT be:

- Sold
- Uploaded onto the internet (including Facebook or similar sites, even if you have the highest security)

as this contravenes Data Protection legislation

- Parents must follow guidance from staff as to when and where images are captured; disruption to the performers is not permitted.
- Cameras and phones must be on ‘silent’ during performances, phone calls are totally prohibited.
- Staff reserve the right to challenge people who they do not recognise as part of the school community; please introduce anyone who accompanies you to a performance and explain these guidelines to them in advance.

Thank you for your co-operation.