



**GOOD SHEPHERD**  
**CATHOLIC PRIMARY SCHOOL**

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# Photography and Images Policy

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*Reviewed: 21 March 2016*

*Next Review Autumn 2017*

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# School Photography Policy

## **1. Background**

At Good Shepherd Primary School we recognise that photography is a useful tool, and it is used routinely in many ways. For example, for record keeping, for classroom displays, as part of teaching, and as an important part of children's own work and their learning.

On occasions photographs are also used for the school website, and for other promotional purposes. We also recognise that parents may wish to record photographic and/or video images of their own children participating in school events.

However, we are 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 possible future use of such images. We are very aware of our responsibility to protect the children in our care from harm, and we will take every possible step to do so.

Taking photographs in school is an increasingly complicated and sensitive area, because technology has now made it much easier for pictures and images to be used, shared or distributed inappropriately, both as printed material or as a digital image. Increased use of the internet and social media has also presented new issues. It is therefore important that schools take practical steps to ensure that photography on school premises, or at school events, reflects the protective ethos, and moral and legal obligation of the school.

In order to ensure that, as far as possible, such photography complies with safeguarding requirements and the wishes of parents, the principles outlined below will be followed.

## **2. Definition of Terms**

**For clarity and consistency, the following definitions are provided, and refer to their use within this entire document:**

### ***Photographs / Photography***

Refers to any photographic image, still or moving, captured by any photographic device, including mobile phones. This includes analogue and digital images, still and moving images, however stored or transmitted.

### ***School curriculum / internal use***

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

### ***School Publicity photography***

Photographs/digital images/video footage 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/video footage used to celebrate individual, class and/or team success or highlight good practice within the school. Photographs of children will always be anonymous.

### ***School Photographer***

Class and individual/family school photographs taken on behalf of the school by a reputable commercial photographer and sold to parents. Parents are always advised of this in advance, and will have the opportunity to opt out if they so wish.

### ***School Events***

Photographs or video taken of school concerts, productions and other performance events, sports events (including sports day), sports fixtures, fetes, religious services, enrichment and 'challenge' events, educational visits, services, etc. **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.

## **3. 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 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 Good Shepherd 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.

The school community notes that:-

- Once posted and shared online any image or video can be copied and may stay online forever, even if deleted from its original location.
- Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are. **Breach of this rule constitutes a serious safeguarding issue.**
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.

Therefore, in order to keep all members of the community safe, we must all post online with due care and consideration, and understanding of the possible consequences.

#### **4. Parental Consent**

As a minimum requirement, all parents/carers will be informed that their children may be photographed at school. The opportunity will always be open for parents to withhold or withdraw consent for images to be taken by members of staff for school based publicity and promotional purposes (school newsletters/prospectus) or for anonymous use on the school website, or for images to be taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success, or for images to be 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 on admission to school and a central file record retained of all 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.

#### **5. 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.

Members of staff are 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 leavers' ceremonies), 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 Principal, recording and reporting any incident which could raise child protection concerns.

#### **6. 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 if carried out 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 DBS 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 invited guests, including family members and carers must adhere to the following principles: -***

- To follow guidelines as to when and where they can safely take photographs, and then **only of their own child**. This will usually be at the end of an event and only in a particular area.
- To ensure that any and all images taken at school events are exclusively for personal use and are **not uploaded to the internet under any circumstances**, or posted on social networking sites or openly shared in any other ways.
- To 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.

**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.

The Principal will respond to any questions about the appropriate use of photographic or recording equipment and/or subsequent use and sharing of images.

### **7.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.

### **8. Relationship to Other School Policies**

There are separate policies covering the use of mobile phones, tablets and other electronic recording devices in school, and also a general e-safeguarding policy. This policy statement should be read in conjunction with those other policies.

The school's policy is that under normal circumstances personal electronic recording /communication devices of any kind are not allowed in school.

## **Appendix A; Roles and Responsibilities**

### **The Official use of Images/Videos of Children by the School**

- The Senior Leadership Team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting/school. This includes the management, implementation, monitoring and review of this Policy
- Written permission from parents or carers will be obtained before images/videos of children are electronically published by the school.
- Written parental consent will be sought to take and use photographs offsite for professional, publicity and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from parents will be kept by the school where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.
- Parental permission will be sought on an agreed basis (include details e.g. annually, or on admission to the school).

### **The Use of Cameras and Images In Educational Settings**

- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All images will remain on site at all times, unless prior explicit consent has been given by both the Principal and the parent or carer of any child or young person captured in any photograph.
- Should permission be given to take images off site, all relevant details are to be recorded, for example who, what, when and why and data will be kept securely.
- The Principal reserves the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be logged in and out by the Principal and monitored to ensure it is returned within the expected time scale.
- Children's names will not be used on the website in association with photographs.

- The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.
- The school/setting will only use images of children who are suitably dressed.
- Children's work will only be published with their permission or their parents' consent
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Only official school owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras by staff is prohibited at all times.
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. The school/setting will ensure that images are held in accordance with the Data Protection Act and suitable child protection requirements (if necessary) are in place.
- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The school will discuss the use of images with children and young people in an age appropriate way.
- Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Principal and the parent/carers.

### **Use of Images by Parents/Carers**

- Where appropriate and with due permission from the Principal parents/carers are permitted to take photographs or video footage of events for private use only.
- Parents/Carers are only permitted to take or make recording within designated areas. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school/setting on safeguarding or health and safety grounds.

- Parents and carers who are using photographic equipment must be mindful of others when making and taking images.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents should contact the school to discuss any concerns regarding the use of images.

### **Use of Photos/Videos by Children**

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of school cameras, such as places children cannot take the camera (e.g. unsupervised areas, toilets etc.)
- The use of non-school provided devices e.g. mobile phones, children's own digital cameras, is covered in the school/settings mobile phone and/or e-Safety policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 1998.
- Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed by the school e.g. will be for internal use by the setting only (not shared online or via any website or social media tool).
- Photos taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

### **Use of Images of Children by the Media**

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (e.g. first names only) can be published along with images and videos.

- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

### **Use of Professional Photographers**

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's e-Safety policy.
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent,
- Photographers will not have unsupervised access to children and young people at any time.

## **APPENDIX B: Example Parental Consent Letter / Form**

Dear Parent/Carer

This letter explains why we need to ask for your consent before we are able to take photographs of your child during their time at the School. Generally photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and include families in the life of the school, and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording education activities
- recording their learning and development progress
- recording special events and achievements

We will also encourage children to be active learners and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other.

We do however recognise that with the increase use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk. We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

To comply with the Data Protection Act 1988, we need your permission before we can photograph or make any recordings of your child. Please read the attached form, complete it and return to school as soon as possible

Yours sincerely

### **PHOTOGRAPY CONSENT FORM**

This form is valid for the period of time your child attends the School. The consent will automatically expire after this time.

We will not re-use any photographs or recordings after your child leaves the School without additional consent.

We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on video/DVD, on our website, in our prospectus or in any of our other printed publications.

We will not include personal addresses, emails, telephone numbers, fax numbers on video, on our website, in our prospectus or in other printed publications.

If we use photographs of individual children then we will not use the name of that child in the accompanying text or photo caption.

If we name a child in any text then we will not use a photograph of that child to accompany the article.

We may include pictures children and staff that have been drawn by the children.

We may use group photographs or footage with general labels, such as 'School Sports Day'.

We will only use images of children who are suitably dressed.

We will discuss the use of images with children in an age appropriate way to role model positive behaviour.

This consent can be withdrawn by parent/carer at any time by informing the Setting in writing.

**Given the strict safeguarding guarantees about how images will be used by the school, which are described above, please answer the following questions: -**

	<b>Please Circle Yes or No as Appropriate</b>
<p style="text-align: center;"><b>Internal use of photographs / images</b></p> <p>May we use your child's photograph/image in displays around the school, and may we record your child's image or use video for assessments, monitoring or other educational uses <b>WITHIN THE SCHOOL</b></p>	<b>YES / NO</b>
<p style="text-align: center;"><b>External use of photographs / images</b></p> <p>May we use your child's photograph/image in our prospectus or other printed publications that we produce for educational and promotional purposes, or for illustration purposes on the school website?</p>	<b>YES / NO</b>

We/I have read and understood the strict conditions under which the school will use photographic images of my child. As the child's parents/carers, we/I also agree that if we/I take photographs or video recordings of our child/ren which include other children then we will only use these for personal use, and must not be published in printed or electronic form in any publication or website, including social media.

**SIGNED** .....

**PRINT NAME**.....

**PARENT / CARER OF**..... **(Child's Name)**

# NOTICE

## **Respect and Care for the Whole Community When taking Photos and Videos**

We are happy for parents and carers to take photos and video for personal use as laid down in the School Photography and Images Policy, but we must request that these images are not distributed or used online if they contain images of any other children, adults or staff without their written consent.

This will help protect all members of the  
community

Thank you for your support.

Signed: **S Boyle**

(Chair of the Local Academy Committee)

## **Monitoring and Evaluation**

Good Shepherd Primary School recognises its 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 Local Academy Committee as part of the school's monitoring cycle.

Ratified on: 21 March 2016

To be reviewed: Autumn term 2017

Signed: **S Boyle**  
Chair of the Local Academy Committee

Signed: **y Clarke**  
Principal