

# KILLINGHALL CE PRIMARY

## POLICY FOR USE OF PHOTOGRAPHY AND VIDEO



The purpose of this policy is to set out the school's position in relation to use of photography and video in school by both staff and parents.

### **RATIONALE**

We believe that photography and video records are important in the life of our school and as a means of benefitting the children educationally and in developing self esteem. We also believe that parents should be able to record memorable moments within their children's school lives in photographs and/or video, where appropriate. In deciding whether or not it is appropriate to allow the use of photography and/or video it is important to ensure the protection of the children in our care.

There are occasions where it would not be appropriate for photographs to be taken of children in school, for example, when swimming or getting changed before or after a performance. It is therefore important that there are clear guidelines for the taking of images and their use for both parents and staff.

**NB - The use of the word 'images' in this policy applies to both photography and video, although, in most cases only photographs are used.**

### **OPPORTUNITIES FOR PHOTOGRAPHY/VIDEOING**

There are many times in the school year when photography is used, including:

- Performances and events (e.g. Christmas, sports day)
- 'Special days' (e.g. Creative Arts Week, activities days)
- School trips and outings
- Special occasions (school celebrations and parties)
- Professional individual and class/school photographs
- For the School Prospectus
- To display within the school
- For press releases
- For the school website and end of year book.

### **THE USE OF IMAGES**

There are different ways in which these images will be used, i.e.:

- Images taken and used personally by parents
- Images which may be displayed in and around the school
- Images which will be shared with others in the school community
- Images which are available to a wider audience through publication on the website, in marketing material, the school prospectus or via the media.

This policy intends to clarify arrangements for the use of images and consent required in each of these circumstances.

### **Parents' use of images**

When parents attend events and performances within school, they may take photographs of their children for their own use. Photography/videoing will not be permitted in areas where children are changing into costumes/PE kits etc.

### **Use of images within school**

Parental permission will be sought through a consent form completed on admission to the school, for the use of photographic/video images within the school. Such images will only be displayed inside the school building. It is important to note that this category includes professionally taken class group photographs.

### **Sharing images with the school community**

This includes images used within school publications such as school newsletters, to share information/celebrations with parents of children in the school. Parental permission will be given through the consent form completed on admission, for the use of images in these circumstances. Personal information, such as full names, will not be included unless permission has been sought separately.

### **Sharing images with a wider audience**

Images placed on the school website and photographs used within the press will only be used where it is of benefit to the school, e.g. in demonstrating an aspect of the school which is most effectively displayed with children in the picture. Examples of this might be: publicising school successes such as winning an award; showcasing events such as performances; and for visits made to the school by 'VIPs' such as the local MP or celebrities.

Parental permission for such images will be through the consent form unless personal information, such as pupil names, are to be used, in which case permission will be sought separately.

### **PARENTAL CONSENT**

Parents of children attending the school will be asked to complete a consent form upon admission. This consent will be valid for the time the child attends the school.

Once consent has been received, the school will use images as permitted within this policy. No further consent will be sought by the school unless requesting permission to include a child's name, e.g. in a newspaper article. Parents may change their consent options at any time by requesting a new form and completing it as appropriate.

### **RESPONSIBILITIES**

Governors are responsible for the review of this policy to ensure that it remains appropriate.

The Headteacher is responsible for ensuring that images are used as set out in this policy with appropriate consent from parents, providing reminders as stated.

Parents are responsible for ensuring that images are used responsibly and are not published in the press without consent from the school.

NB - The school does not accept liability for parents who do not adhere to such requests.

### **MONITORING**

Staff and Governors will review this policy every two years, taking into account advice and guidelines provided by local or national Government.

The Headteacher will monitor the implementation of this policy and will ensure that all staff are aware of its contents. Procedures set out within this policy will be maintained until the policy is reviewed.

Any changes made to this policy will be communicated to parents as necessary.

Policy approved by Gobs – 2016

To be reviewed 2017

# **'Use your camera and video courteously' Code**

## **A guide for parents who wish to use photography and/or video a school event**

Generally photographs and videos for school and family use are a source of innocent pleasure and pride which can enhance self esteem for children and young people and their families.

By following some simple guidelines we can proceed safely and with regard to the law:

- Remember that parents and carers attend school events at the invitation of the head and governors.
- The head and governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The head and governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own personal use only. Such photos and videos cannot be sold and must not be put on the web/internet due to existing Data Protection legislation, which in such circumstance is likely to be contravened.
- 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.
- 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.
- Parents and carers must not photograph or video children changing for performances or events.
- If you are accompanied or represented by people that school staff do not recognise they may need to check out who they are if they are using a camera or video recorder.

# Consent form for photography or videoing in school



Occasionally, we may take photographs of the children at our school. We may use these images in our school's prospectus or in other printed publications that we produce, as well as on our website or on project display boards at our school. We may also make video recordings for monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To comply with the Data Protection Act 1998, we are seeking your permission before photographing or making any recordings of your child for promotional purposes.

Please answer questions 1 to 4 below, then sign and date the form where shown.

Name of child: \_\_\_\_\_

*Please circle your answer*

1. May we use your child's photograph in the school prospectus and other printed publications distributed to the school community (inc. professional class group photos? **Yes / No**
2. May we use your child's image on the website? **Yes / No**
3. May we record your child's image on video? **Yes / No**
4. Are you happy for your child to appear in the media? **Yes / No**

*Please note that the use of photos and video policy is on our website, along with the 'use your camera with courtesy code' ( this is also printed on the back of this form for your information.)*

I have read and understood the conditions of use on the back of this form.

Parent's or guardian's signature:.....Date:.....

Name (in block capitals): .....

## Conditions of use

1. This form is valid for the period of time your child attends this school. The consent will automatically expire after this time.
2. We will not re-use any photographs or recordings after your child leaves this school (unless permission has been specifically sought).
3. 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, on our website, in our school prospectus or in any of our other printed publications.
4. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
5. If we use photographs of individual pupils, we will not use the full name of that child in the accompanying text.
6. We may include pictures of pupils and teachers that have been drawn by the pupils.
7. We may use group or class photographs or footage with very general labels, such as "a science lesson".
8. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.