Photographic and Video Policy

Shincliffe CE Primary School

Adopted: September 2026

Review: September 2028

Shincliffe CE Primary School
Photographic and Video Policy

"Every member of the school community is valued as a child of God, made in his image and likeness. All are welcome and are encouraged to use their gifts and talents to contribute to the happy and caring environment we strive to create."
School Vision Statement

Contents

Background 3
Permission to Take and Use Images 3
Taking, Storing and Retention of Images and Videos 3
Processing Images Off-Site 4
Use of Images/Videos by Children 4
School Trips 5
Appropriate Events and Locations 5
Use of Webcams/Skype etc. 6
School Website/School Managed Social media 6
Parental/Carer Photography 6
Social Media 7
Press Photography 7
School Photographs 8
Photographs by Members of the pPublic 8
Looked After Children 8
Appendix 1 – Consent 9

Background

- This policy covers the recording, use, storage and deletion of still and video images at the school. It should be read in conjunction with the school's data protection, e-safety, and acceptable use policies. Any examples used in this policy are not exhaustive and the school is able to make decisions on a case by case basis.

- Legally this area is covered by the following:
    - General Data Protection Regulations
    - Education Act 2002 - Obligations to safeguard the welfare of pupils. This may have an impact on children whose location cannot be revealed for safeguarding reasons.
    - Article 8 European Convention on Human Rights - Privacy issues/breach of the child's right to respect for private life. For example, a parent/carer may object to their child's image being taken or shared.
    - Article 10 European Convention on Human Rights - The parent/carer's right to freedom of expression. For example, a parent/carer may wish to record the Nativity play.

Permission to Take and Use Images

- Consent shall be obtained from parents/carers at the start of every school year. It is good practice to ensure that the record of consent is approved as accurate and up to date by the parent/carer on a regular basis. See Appendix 1 for an example consent form.

- 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 Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.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 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.

- School visitors may only take photographs with the specific permission of a member of the Senior Leadership Team.

Taking, Storing and Retention of Images and Videos

- As images and videos are personal data this should be processed in accordance with the school's data protection policy.

- 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 or phones by staff is prohibited at all times.

- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.

- Images will be stored securely, for example, by using password protection, restricting the number of people who have access to the files, and ensuring adequate firewall and anti-virus software are in place. If the device is portable this will be encrypted.

- Images will be securely deleted from non-encrypted devices on a regular basis (e.g. transferred from a digital camera to the network on a weekly basis).

- Images will not be kept for longer than is to be considered necessary, and in any event, not exceeding a maximum of three years after the child has left the school. A designated member of staff will ensure that all photographs are permanently wiped from memory cards, computer hardware and portable drives or other relevant devices once the images will no longer be of use.

- The school's management team reserve the right to view any images taken. 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.

Processing Images Off-Site

- Any image taken off-site will comply with the requirements of the school's data protection policy.

- The school will ensure that any use of a cloud based storage system complies with the requirements of the school's data protection policy. The school will comply with the Information Commissioner's Office Guidance on the use of cloud computing.

Use of Images/Videos by Children

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as, places children cannot take the camera (e.g. unsupervised areas, toilets etc.).

- 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 act as role models of 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/carer 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 processed.

School Trips

- The school will decide if children are allowed to use their own cameras, phones, tablets and other connected devices, during a school trip on an individual event basis.

- Personally owned tablets, phones and other connected devices are not permitted to be used on school trips due to difficulties supervising the suitability of images shared over the internet.

Appropriate Events and Locations

- There are some risks involved when taking photographs of some sporting occasions when children are not fully dressed. These apply to both the child, whose image may be misused, as well as the adult who could be accused of taking inappropriate images. The general advice is that children should not be photographed unless appropriately dressed.

- It is not permissible to record images when children are changing.

- In general it is advisable not to record images of children in swimming costumes, but under specific circumstances the school may decide it is appropriate for instance :-
    - Moderation for PE or Swimming Teacher Assessment
    - Celebration of a child showing significant progress with swimming

- The Amateur Swimming Association (ASA) guidance on photography states that all photographs must observe generally accepted standards of decency, in particular:-

- Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.
- Poolside shots of children should normally be above the waist only in a swimming costume, though full length tracksuit shots are approved.
- Photographs should not be taken from behind swimming blocks at the start of a race or exhibit young swimmers climbing out of the swimming pool.

Use of Webcams/Skype etc.

- Parental/carer consent will be obtained before webcams or video conferencing will be used for curriculum or educational purposes.

- Recordings will only be made with the consent of all parties taking part.

School Website/School managed Social media

- Permission will be obtained from parents/carers before a child's image is uploaded to the school website or social media platform. *(See appendix 1)*

- Children's full names will not be used on the website or Social Media in association with photographs.

- The school will not include any personal addresses, emails, telephone numbers, on videos, on the website, in a prospectus or in other printed publications.

- Children's work will only be published with their permission or their parent's/carer's consent.

Parental/Carer Photography

- Many parents/carers will want to record some of the special moments in their child's school life and the law does not prohibit this. However it is possible that they will also capture images of children other than their own, with a possible impact on their privacy.

- This is a problematic area with contributory factors:
  - Freedom – some parents/carers will want to take pictures of their child at an event, and some will not.

    - Privacy – it is possible that any image captured may have other children in it.
    - Safeguarding – there is a potential that images may be misused. There can be particular concern regarding looked after children

- The school will decide if parental/carer photography and video is appropriate on an individual event basis depending on the nature of the activity and any risks posed to children and staff taking part.

- The school will ensure that parents/carers are aware of any restrictions on photography and will publicise this prior to the event and bring it to the attention of parents/carers at the start of the event.

- Parents/carers have the right to ask for their child not to be photographed. On some occasions that may result in the child being unable to take full part in an activity.

- Parents/carers will be made aware that photography is allowed at the event and that if a parent/carer objects they must contact the school.

Social Media

- Uploading pictures to social media may cause further complications. A parent/carer publically sharing images of other people's children with no controls on privacy may be a breach of data protection rules. However, sharing images of their own children is not a breach of data protection rules.

- Parents/ carers will be reminded that the school does not allow any images or videos to be shared on social media, as it considers it to be a risk to individual pupils and parent's/carer's privacy.

Press Photography

- 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/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.

- The photographer will be issued with visitor identification, which must be worn at all times.

- 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 school is to be considered to have acted in good faith

School Photographs

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's online-Safety policy.

- Photographers will be issued with visitor identification, which must be worn at all times.

- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that those images will only be used for a specific purpose, subject to parental/carer consent.

- Photographers will not have unsupervised access to children and young people.

Photographs by Members of the Public

- When children are taken out of the school grounds, for instance, on a visit it is possible that they could be photographed by members of the public. If the child's privacy is of paramount importance the risk of this should be discussed with parents/carers and appropriate steps taken (see Looked After Children section below).

Looked After Children

- Photographs of looked after children should usually only be taken with the agreement of the person who holds parental responsibility. However, in some circumstances, consent could be obtained from the child's social worker, foster carer or a relative. Please see the school/relevant teacher who is part of the child's care team if you are unsure about who can give consent.

- The school/relevant teacher will be part of a looked after child's care team and attend meetings and looked after reviews; they should know any potential risks regarding any adults or if the placement is protected.

- Looked after children should expect to have as normal an experience as they can and they should not be singled out because they are in care.

- If a child's identity or privacy needs to be protected this should be discussed with the parent/carer and appropriate steps could be agreed. This could include:-
    - Restricting parental photography for all at events
    - Subtly removing the child before photographs are taken
    - Siting the child with the teacher to allow the teacher to take active steps to reduce the possibility of the child being photographed
    - Sensitive withdrawal of the child from the event with an explanation to the child

Appendix 1 – Consent

Taking photographs and videos of children and young people

Shincliffe CE Primary School recognises its responsibility to ensure the welfare and safety of children and young people and to comply with the Data Protection Act 1998.

We use photographs and videos for a number of reasons including celebrating and recording children successes. These images or videos may be used on display boards, on our website and our twitter feed. Your child's identity will not be disclosed without your consent and only if the photograph is used to celebrate individual success.

Photographs and videos will only be recorded on school owned equipment and will not be kept for longer than is to be considered necessary, and in any event, not exceeding a maximum of three years after your child has left the school.

We also believe that it is important for families to celebrate children's successes and for that reason at some events we may allow parents/carers to take photographs and videos. We will remind parents/carers prior to the event that any photographs or videos taken should not be uploaded to social media.

If you are concerned about the privacy of your child we would like to encourage you to make an appointment and discuss your concern with the Headteacher so we can take appropriate measures to protect them.

On some occasions if we do not have permission to use the image of your child it may result in your child not being able to take full part in some school events.

I give consent for you to record and use images or videos of my child in the following ways: (Delete any which you do not give consent to)

As a tool to monitor and track progress
Displays within the school
Website (shows trips and activities and celebrate children's successes)
Twitter (shows trips and activities and celebrate children's successes)
General publicity (includes use by the local authority and for training purposes)
Use by the press and other broadcast media

In addition I confirm that:-

I give consent for my child to be photographed by other members of the school community (Parents/Carers) during school events (e.g. School Nativity).

Shincliffe CE Primary School will take all steps to ensure images and videos are used solely for the purposes they are intended. If you become aware that these are being used or shared inappropriately, please contact the school.

Name of Child _____ Class _____

Name of Parent/Carer _____

Signature _____ Date _____

Consent shall be obtained every school year and will last for the duration of that school year unless consent is withdrawn. Images may be kept for no longer than necessary and will not be kept for longer than is to be considered necessary, and in any event, not exceeding a maximum of three years after your child has left the school.

You do have the right to withdraw consent at any time. To withdraw consent please contact the school.