



Use of Photographs and Videos

Document Control

Document Reference:	Use of Photographs and Videos
Owner:	Wirksworth Junior School
Author:	L. Grover
Issue Date:	Sep 2024
Review Due:	Sep 2027
Statutory Yes/No	No

Document History			
Issue	Date	Purpose	Author
1	May 12	Review current policy	L. Grover
2	April 15	Scheduled review	L. Grover
3	May 18	Scheduled review	I. Webb
4	Sep 21	Policy reviewed	B. Southam
5	Nov 24	Policy reviewed	S.Boam

Approval		
Meeting	Date	Chair
Full Governors	08.05.12	S. Johnson
Full Governors	28.04.15	N. Bennett
T&L Committee	21.05.18	Kris Scheinkonig
Resources Committee	05.12.24	Martin Counter

This policy provides guidance on the appropriate use of images of children at Wirksworth Junior School (WJS). It covers still, video and electronic photographic images wherever they are used. WJS needs to make full and proper use of photographic images whilst meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership. This policy addresses these issues and gives advice on good practice.

Typical uses of photographs

- Key skills in P.E.
- Performing arts including dance and movement, concerts, drama performances, parents evenings
- Sports days and sports events and the use of photographic equipment by parents and carers
- Media including newspapers
- Displays in school of children's activities/work
- Publications
- Staff training and professional development activities
- Time lapse photography for recording of building development

Good practice

Following introduction of the GDPR 2018, guidance from the ICO states: "Fear of breaching the provisions of GDPR should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure. Where the GDPR does apply, a common-sense approach suggests that if the photographer asks for permission to take a photograph, this will usually be enough to ensure compliance."

Photographs/videos taken **purely for personal use** are exempt from the GDPR.

Photos/videos taken for official school use **may** be covered by the GDPR and pupils /children should be advised why they are being taken.

Examples:

Personal use:

- A parent takes a photograph of their child and some friends taking part in a sports day to put in the family photo album. These images are for personal use and the GDPR does not apply.
- Grandparents are invited to the school play and wish to video it. These images are for personal use and the GDPR does not apply.

Official school use:

- Photographs of pupils/children are taken for membership/id cards. These images are likely to be stored electronically with other personal data, and the terms of the GDPR will apply.
- A group of pupils are photographed during a science lesson and the photo is to be used in the school prospectus. This will be personal data but will not breach the GDPR as long as the children and or their guardians are aware this is happening and the context in which the photo will be used.

We will follow the guidelines below as good practice in the use of photographic images involving children:

- when taking a photograph we will have obtained the consent of the parent or carer via the parental permission document
- if the media have been invited to take a photograph we will have obtained the consent of the parent/carers via the parental permission document
- we will use the image in its intended context
- we will follow the commitment made in the consent form
 - not to use any child's surname
 - not to use the photograph out of context
 - not to use the photograph to illustrate sensitive or negative issues
- when photographing children we
 - ensure the parents/carers of the children have signed and returned the parental permission document
 - ensure all children are appropriately dressed
 - do not use images of a child who is considered vulnerable, unless parents/carers have given specific written or verbal permission
 - use photographs that represent the diversity of those participating
 - report any concerns relating to any inappropriate or intrusive photography to the Headteacher
 - do not use images that are likely to cause distress, upset or embarrassment
- we will regularly review stored images and delete unwanted material, *following our records and retention policy.*

Parental permission

Use of images of children requires the consent of the parent/carers. Consent of the parent/carers will be obtained when a child joins the school and the parental permission document is completed. The document covers using photographs in publications and on web-sites.

When a parent/carers does not agree to their child being photographed, the Headteacher will inform staff and they will make every effort to comply sensitively.

Teacher training

During teacher training and with newly qualified staff, colleagues will need to compile portfolios with photographs of children during lessons. The Headteacher or student mentor will oversee the compiled images as part of the management process and consider their appropriateness.

Displays in school

Still photographs shown in displays and video clips will always depict children in an appropriate way in order to maintain appropriate levels of integrity and decency.

Parents evenings, concerts, presentations, sports days, special events

In order to ensure the appropriate recording of children's images by parents/carers during these events we will:

- ensure children are appropriately dressed
- obtain parental permission through the parental permission document
- be aware of any child who should not be photographed
- monitor the use of cameras and anyone behaving inappropriately
- make clear to parents that photography only takes place in designated areas where the event is taking place, and not in 'backstage' areas or school classrooms
- at times request that parents/carers only take photographs at the end of an event
- at times request that parents/carers do not video or record an event, in which case we aim to create a school recording of the event giving parents/carers the option to purchase a copy

Any photographs/recordings made by parents/carers are for personal use only.

Swimming

No photographs to be taken inside the swimming pool.

Newspapers/Publications

In order to ensure appropriate use of photography by the media we will allow photographs with names to be published if parental permission documents permit.

Website

We operate the following policy regarding the use of photographs on the school website, to ensure the privacy and safety of children:

- photographs with names are used if parental permission documents permit
- no other private information about children such as contact details are ever published.

Monitoring and review

The Headteacher monitors and reports to the Governing Body on the effectiveness of this policy on a regular basis and makes recommendations for further improvements.

This policy will be reviewed in accordance with the school's monitoring and review cycle. The Governing Body may, however, review the policy earlier than this in response to new regulations or if they receive recommendations on how the policy might be improved.