



Digital Photographic & Video Policy

Policy History	Date
First draft	September 2016
Review	October 2017
Review	February 2019
Review	
Review	

THE AIMS OF THE SCHOOL

1. Ensure that our school is a happy, secure and supportive place, where everyone is valued.
2. Provide a rich, varied and stimulating curriculum, which is accessible to all.
3. Encourage a love of learning and the desire to expand their knowledge and skills throughout life.
4. Foster spiritual awareness and a sense of awe and wonder.
5. Develop the understanding and skills needed to become responsible and effective members of the school and as part of the wider community.

This policy will set out how these aims will be practically realised by staff and governors around the school and in the classroom.



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Rationale

The use of still and video digital images plays an important part in learning activities. Pupils and members of staff may use digital cameras to record evidence of activities in lessons and out of school both as still photographs and video images. These images may then be used in presentations in subsequent lessons. Digital still and video images may also be used to celebrate success and promote the work of the school through their publication in newsletters, on the school website and in the local press.

Principles

This policy details the rules governing photography and recording videos at the school, the distribution of these photos and videos, and their publication on the internet. It covers the rules for staff, governors and parents, and is founded on four main principles:

Safety

The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at the school.



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Privacy

We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at the school.

Projecting the right image

Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.

Sharing children's achievements

It is natural for every parent to want to share their children's activities and achievements at school with their friends and family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

Consent

When a child joins the school, their parent or guardian is asked for consent for the child to appear in photos on the school website. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined.

School Website

The school endeavours to publish on the school website a selection of photos and videos of school events and general school life. Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school or the children and staff involved.
4. Photos and video intended for the school website should be taken either by a member of staff, or another person (typically a governor or parent) authorised by the headteacher. These photos and videos must be approved by the headteacher prior to publication on the website; the mechanism for doing this should be agreed by the headteacher and the photographer.

Facebook and Twitter

The school endeavours to publish on to our school Twitter account and Facebook account, a selection of photos and videos of school events and general school life. Any material published to these accounts must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school or the children and staff involved.



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4. Photos and video intended for our Twitter or Facebook accounts should be taken either by a member of staff, or another person (typically a governor or parent) authorised by the headteacher. These photos and videos must be approved by the headteacher prior to publication on the website; the mechanism for doing this should be agreed by the headteacher and the photographer.

ClassDojo

All classes will endeavour to publish on the class' ClassDojo account, a selection of photos and videos of school events and general school life. Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school or the children and staff involved.
4. Photos and video intended for ClassDojo should be taken by a member of staff. Parents/children will be able to upload images and videos to the child's individual ClassDojo account. This will only be viewed by the child, parent/carer and class teacher.

Storing Images

- All images will be securely stored with encryption enabled on removable devices including laptops, tablets, cameras, USB memory sticks etc where possible with images immediately transferred to secure or encrypted areas if this is not possible.

Photographs will be deleted when the child leaves the school.

Training and procedures

- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities
- All members of staff will ensure that all images are available for scrutiny and will be able to justify any images in their possession
- 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 will ensure that images are held in accordance with the Data Protection Act and suitable child protection requirements are in place

Rules for Staff

- Staff may take photos and video anywhere within the school for the purposes indicated on the parental consent form.
- These may be published to the school website if they conform to the safeguarding rules described above.
- Staff are able to upload images and videos to the class' ClassDojo account.
- They may not be published on any other internet or social media site, except those that are used by the school website.
- Staff should not use any mobile telephone device to take photographs.



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- They may be shared with other members of staff by email to support teaching work.
They may not be shared with friends and family.

Rules for Parents, Guardians and Governors

Parents and guardians are permitted to take photographs and record videos at designated school events, as long as they agree to the conditions described in this policy.

These events include:

- Harvest and Easter services (see note 1 below)
- External music events (see note 1 below)
- Music assemblies
- Sports Day
- Carol Service (see note 1 below)
- Leaver service and assembly
- End of Year 6 play

Note 1: We have a number of services throughout the year that takes place at St Cuthbert's Church and events that take place in other places in the local community. As these are outside of school, we kindly request that the same policy is followed as for events at the school.

Use of Photos/Videos by Children

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras and tablets, such as places children cannot take a camera or tablet (e.g. unsupervised areas, toilets)
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and tablets
- 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
- Parents/Carers will be informed when the children are allowed to take personal photos on trips or visits
- Children will be informed that they need to ask permission to take photos for their own personal use

Outside designated events

It is not permitted to use a camera or camera phone on school premises at any time outside these designated events unless explicitly authorized by the head teacher.

Distribution and publication of photos and videos

Photos taken at these events are for your own personal use only. They may be shared by email with friends and family, but must not be published on any internet site. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services.



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The reason for this restriction is that it is not possible for individual parents to ensure that all four of the safeguarding rules described above are adhered to at both the time of publication, and later.

Photos featuring only your own children

There is one exception to the internet publication rule. If the photo or video includes **only** your own children, you may share it on the internet however you like. For this exception to apply, there must be no other children in shot, however briefly or clearly they can be seen. The reason for this exception is that the school recognises that how you use photos of your own children is a decision purely for you.

Withdrawal of permission

Failure to adhere to these conditions may, at the discretion of the head teacher, lead to a withdrawal of permission to use a camera at future events.

External Photographers

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the head teacher. These are considered on a case-by case basis, and must conform to the safeguarding rules described above.

Use of Images of Children by the Media

- The identity of any press representative will be verified
- No authorisation will be given to unscheduled visits by the press under any circumstances
- Where a photographer is invited to celebrate an event, every effort will be made to ensure that they will meet previously agreed agreements between parents/carers and the school
- Full names will only be used with the agreement of the child/parent/carer
- 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

Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the schools Online 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