

Use of Photos, Videos and Display Boards Policy for pupils and persons other than pupils

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Application of this Policy

The policy is applicable to all employees (permanent and temporary) of DEMAT. Where applicable, it is also applicable to all Volunteers supporting DEMAT.

Relationship with DEMAT Values

The application of this policy must be applied at all times in a way that reflects the values of DEMAT:

Love – We engender love and tolerance between and for our staff, pupils and others to foster an inspiring atmosphere of mutual support.

Community – We are committed to ensuring our academies are a living part of the community and contribute positively to its needs.

Respect – We do everything to provide a caring, safe and secure place for our staff and pupils to be happy and respected in our academies so they may achieve their potential.

Trust – We acknowledge accountability and responsibility for our actions and ensure that we encourage each other to make brave decisions and then learn from any mistakes.

Ambition – We are determined that our academies offer a place for the joy of learning, enabling those of all abilities to thrive and go on to lead rewarding lives

This is further defined in the four key strands of DEMAT, all of which are underpinned by our Christian distinctiveness:

Children are at the heart of all we do

Keep close to the work

Maintaining a legacy, creating new traditions

Aspirational, yet sustainable

1. Policy Statement

The Diocese of Ely Multi-Academy Trust (“DEMAT”) aims to ensure that all personal data collected about staff, pupils, parents, Governors, Trustees, visitors and other individuals, is collected, stored and processed in accordance with UK General Data Protection Regulation (UK GDPR).

This document sets out the procedures that apply to photographs and videos held by DEMAT and its Academies, regardless of whether in paper or electronic format.

Under the General Data Protection Regulation (GDPR), it is necessary to have a ‘lawful basis’ (legal reason) for processing personal data, and photographs, videos and display boards come under the GDPR remit.

2. Procedures for the use of photographs/videos across DEMAT

DEMAT will only use photographs or video footage of parents/carers/employees/governors and volunteers where there is a legitimate interest for them to do so. Such uses could include:

- Websites, social media platforms, eg Twitter, Facebook, etc and other promotional materials across DEMAT
- For use in marketing material (prospectus)
- Display boards
- Newsletters
- Media use (local/national newspaper/TV)
- Importing into the academy’s MIS system (Pupil Asset)

In all cases, the individual who is the subject of the photograph or video footage will have the legal right to force DEMAT not to use their image in such a way.

DEMAT will always seek to get consent from parents/carers/employees/governors and volunteers to use photographs or video footage for official use across DEMAT. These may be used for, but not limited to:

- Websites, social media platforms, eg Twitter, Facebook, etc and other promotional materials across DEMAT
- For use in marketing material (prospectus)
- Display boards
- Newsletters
- Media use (local/national newspaper/TV)
- Importing into the academys’ MIS system (Pupil Asset)

Parents/carers will be asked to complete a consent form when their child starts at a academy within DEMAT. The form will be deemed to cover the pupil’s time at the academy and will be disposed of using DEMAT’s Retention Guidance once the pupil

leaves the academy, unless another form is completed that supersedes it during this time. Parents/carers can change their mind at any time and withdraw consent by asking for another form, completing it and returning to the academy office for processing: at this time the previous form will be given back to the parent/carer for disposal, to ensure that only one form is on file, preventing the use of the wrong form being processed. If consent is withdrawn, the academy will arrange to delete any photographs or videos held by DEMAT.

The Trust will not display photos of pupils with names, unless additional written consent has been sought. Where there are safeguarding issues around (a) pupil(s), photos will not be used without prior approval and written consent from the relevant authorities involved.

2.1 *Photographs/videos taken by parents/carers*

When parents/carers take photos or videos at any function run by DEMAT (e.g. academy performances), these are classed as being for personal use and therefore will not be subject to the GDPR. Parents/carers will however be asked not to share or publish images on social media or elsewhere online for potential safeguarding reasons.

2.2 *Photographs/videos taken by academy photographers/journalists/TV companies*

The photographer/journalist/TV company will officially own the photos they have taken, but they will only be able to use these photos for the specific purposes that parents and/or pupils consented to on the completed and signed consent form. School photographers provide a signed declaration confirming that this is the case.

If the photographer/journalist/TV company wishes to subsequently use photos for purposes not initially consented to, they will need consent from the parent/carer to allow the specific use of the photo(s). The Trust cannot give consent on the behalf of pupils/parents.

2.3 *Display Boards/notice boards/staffroom/walls across DEMAT/MIS system/social media*

Any of the above used throughout DEMAT will not have any data/information displayed that is not anonymised, unless written consent has been received from parents/carers/employees/governors or volunteers.

The following personal data of pupils, employees, governors, Trustees and volunteers will not be on display around DEMAT. This includes but is not limited to:

- names
- telephone numbers
- addresses
- medical conditions

Information that may be required in an emergency will be kept in a secure area where it is only available to persons that need to access it. The HR Team and the Headteacher for each academy will ensure that any emergency information is provided only to the person(s) that need it to carry out their role within the academy and will ensure that this is only given out to anyone who has read DEMAT's Data Protection Policy and returned the signed declaration.

3.0 Associated Policies and Documents

This Policy should be read in conjunction with the following DEMAT Procedures:

Data Protection Policy
Safeguarding Policy

4.0 Version control

No.	Status of document/changes	Prepared by	Reviewed by	Approved by	Date of approval
1.	Baseline policy put in place	Data Protection Officer		DEMAT Standards and Ethos Committee	September 2018
2.	Various structural updates and changes to bring within new template	Data Protection Officer	Head of Governance	Board of Trustees	August 2022

The Policy was reviewed in June 2019, June 2020 and January 2024 with only minor changes being required.

This document will be reviewed every two academic years. The document will be next to be reviewed for implementation on 1 September 2026.

For all questions in relation to this policy, please contact the Data Protection Officer on dpo@demat.org.uk

Appendix 1

a) Consent form for taking and using photos/videos/filming - pupil

Child's name:

School:

Dear Parent/Carer

Throughout the Trust, schools sometimes take photographs or videos of pupils. We use these photos or videos in various forms, for example in the school's prospectus, on the school's website and on display boards around school, and for use as evidence for curriculum purposes.

We would like your consent to take photos or videos of your child and use them in the ways described above. If you're not happy for us to do this, that's no problem – we will accommodate your preferences.

Please tick the relevant box(es) in relation to the questions below and return this form to school.

	Photos	Videos
I am happy for the school to take photos or videos of my child.	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for the school to import photos or videos of my child into the MIS system	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used on the school website/social media	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used in the school prospectus	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used in/on internal displays	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used in/on school documentation	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos of my child to be taken by the school photographer	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos of my child to be taken by a journalist that we have invited into school and for the journalist to use the photo on their website or in print	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for filming/still photos of my child to be taken by a TV broadcasting company that we have invited into school and for them to use it as part of their programming schedule	<input type="checkbox"/>	<input type="checkbox"/>
I am NOT happy for the use of any photos or videos of my child	<input type="checkbox"/>	<input type="checkbox"/>

If you change your mind at any time, you can let us know by emailing or writing to the headteacher, or just popping in to the school office and completing another form. If you have any other questions, please get in touch.

You may have already given consent, and you may be wondering why we are asking for your consent again?

To ensure we are meeting the latest GDPR requirements, we need to re-ask your consent to take and use photos of your child. We really value using photos of pupils, to be able to showcase what pupils do in school and show to others what life at our school is like, so we would appreciate you taking the time to give consent again.

Parent or carer's signature:

Parent or carer's name:

Pupil's Name:

Date:

b) Consent form for taking and using photos/videos/filming – for persons other than pupils

Employee/Governor/Trustees or volunteer’s name:

Trust location:

Dear Colleague

Across the Trust we sometimes take photographs or videos of employees/governors/Trustees or volunteers. We use these photos or videos in various forms, for example in any of the Trust’s prospectuses, on the Trust’s websites and on display boards around the Trust.

We would like your consent to take photos or videos of yourself and use them in the ways described above. If you’re not happy for us to do this, that’s no problem – we will accommodate your preferences.

Please tick the relevant box(es) in relation to the questions below and return this form to your line manager or headteacher.

	Photos	Videos
I am happy for the Trust/school to take photos or videos of myself	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for the school to import photos or videos of myself into the MIS system	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used on the Trust/school website/ social media	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used in the Trust/school prospectus	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used on internal displays	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used on Trust/school documentation	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos of myself to be taken by a journalist that we have invited into the Trust/school and for the journalist to use the photo on their website or in print	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for filming/still photos of myself to be taken by a TV broadcasting company that we have invited into the Trust/school and for them to use it as part of their programming schedule	<input type="checkbox"/>	<input type="checkbox"/>
I am NOT happy for the Trust/school to take or use photos or videos of myself	<input type="checkbox"/>	<input type="checkbox"/>

If you change your mind at any time, you can let us know by emailing or writing to your line manager/ headteacher, or just by requesting another form. If you have any other questions, please get in touch.

You may have already given consent, and you may be wondering why we are asking for your consent again?

To ensure we are meeting the latest GDPR requirements, we need to re-see your consent to take and use photos of yourself. We really value using photos of anyone working in our Trust, to be able to showcase what we do in and across the Trust and show what life at the Trust is like to others, so we would appreciate you taking the time to give consent again.

Signature:

Name:

Date:

Place of work: