

## Great Bardfield Primary School

# Photography and Video Policy

### 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.

#### **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 anytime, 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. It should usually not include any child who left the school more than two years ago.

Rule 4 is worth explaining in more detail. Most children are excited to see photos or videos of themselves on the school website. But as they get older, they are not always so enthusiastic about reminding themselves, or others, of their younger selves. The school will therefore endeavour to remove older photos featuring children who have left the school some time ago in order to avoid any embarrassment or discomfort it may cause them. 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.

## Rules for Parents, Guardians and Governors

Parents and guardians attending events are permitted to take photographs of their children only at a time specified by the Headteacher, so that children whose parents have not given consent for their child's photograph to be taken, can be removed from the shots.

The recording of video is only to occur at **designated** school events such as Sports Day, as long as they agree to the conditions described in this policy. Parents will be informed prior to the event if videoing will be permitted.

**September 2015**

### **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.

### **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.
- They may not be published on any other internet or social media site, except those that are used by the school website (example: videos on the school website are currently hosted on vimeo.com).
- Subject to approval of the headteacher, photos and videos may be stored on secure, password-protected internet services for archival or transfer purposes.
- They may be stored on password-protected staff laptops. They should be deleted once they are no longer needed, or when the featured children have left the school.
- They may be shared with other members of staff by email to support teaching work. They may not be shared with friends and family.
- The school cameras should be used to take photographs where possible. When the sole purpose of the photo is upload to the school website, staff may use their own mobile phones, as long as the photo is deleted after upload.
- Members of staff who are also parents or guardians of children at the school are permitted to take photographs at school events under the terms described in “rules for parents, guardians and governors”.

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At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports day, it includes the playground and field. It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorized by the head teacher.

### Outside designated events

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

### Distribution and publication of photos and videos

Images 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.

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.

### Sharing photos on the school website

As described above, the school endeavours to publish a selection of photos and videos from events on the school website. You may share links to these pages on social media services, because any images appearing on the school website will have been checked to ensure they conform with all the safeguarding rules. These links will cease to work once the photos have been removed from the school site.

For example, the picture below shows how a link to the school website can be included in a Facebook status update.

You may download the photos from the school website for your own personal use, but you may not republish them anywhere on the internet.

## 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.

Date of Policy: September 2015

Agreed by Governors: September 2015

Policy Review: September 2017