



# Photograph and Video Policy

**Date: January 2025**

**Review Date: January 2028**

We are a church school with Jesus at the centre of all that we do. The values of love, joy and peace are at the heart of our learning and teaching. We believe that if we trust in God, and not solely on our own understanding, the children at Whitegate C of E Primary School will have the best possible start to their lives.

**With thankful hearts, we trust in God as we grow in his love which shines through us. We aim to live our faith and grow in wisdom.**

***And Jesus grew in wisdom and stature, and in favour with God and people. (Luke 2:52)***

***But the wisdom from above is pure first of all; it is also peaceful, gentle, and friendly; it is full of compassion and produces a harvest of good deeds; it is free from prejudice and hypocrisy. (James 3:17)***

#### **Statement of intent**

At Whitegate CofE Primary, we use imagery and videos for a variety of purposes, including display boards, educational purposes, social media (X) and the school website. We understand that parents may also wish to take videos or photos of their children participating in school events for personal use. Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the General Data Protection Regulation (GDPR), the school has specific responsibilities in terms of how photos and videos are taken, stored and retained. The school has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the school with regard to children's safety. In order to ensure that, as far as possible, the use of photography and video is used safely at all times, the policy provided below should be followed. This policy is applicable to all forms of visual media, including film, print, video, DVD and websites.

#### **Legal framework**

This policy has due regard to legislation, including, but not limited to, the following:

- The General Data Protection Regulation (GDPR)
- The Freedom of Information Act 2000
- The Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004
- The School Standards and Framework Act 1998
- The Children Act 1989
- The Children Act 2004

*With thankful hearts, we trust in God as we grow in his love which shines through us. We aim to live our faith and grow in wisdom.*

- The Equality Act 2010

This policy has been created with regard to the following guidance:

- Information Commissioner's Office (2017) 'Overview of the General Data Protection Regulation (GDPR)'
- Information Commissioner's Office (2017) 'Preparing for the General Data Protection Regulation (GDPR) 12 steps to take now'

This policy also has due regard to the school's policies, including, but not limited to, the following:

- Relationships Policy
- GDPR Data Protection Policy
- Safeguarding Policy

### **Definitions**

For the purpose of this policy:

"Personal use" of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo, and are not intended to be passed on to unknown sources. The principles of the GDPR do not apply to images and videos taken for personal use.

"Official school use" is defined as photography and videos which are used for school purposes, e.g. for identification purposes. These images are likely to be stored electronically alongside other personal data. The principles of the GDPR apply to images and videos taken for official school use.

"Media use" is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for a local newspaper. The principles of the GDPR apply to images and videos taken for media use.

Staff may also take photos and videos of children for "educational purposes". These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events, assessment and workbooks. The principles of the GDPR apply to images and videos taken for educational purposes.

### **General procedures**

1. Generally, photographs and videos of children will be planned before any activity.
2. The organiser of any event where photographs and videos will be taken is responsible for ensuring due protocol is observed and permissions are in place.

3. Where photographs and videos will involve LAC children, adopted children, or children for whom there are security concerns, the headteacher will determine the steps involved.

4. When organising photography and videos of children, the headteacher, as well as any other staff members involved, will consider the following:

- Can general shots of classrooms or group activities, rather than individual shots of children, be used to fulfil the same purpose?
- Could the camera angle be amended in any way to avoid children being identified?
- Will children be suitably dressed to be photographed and videoed?
- Are the photographs and videos of the children completely necessary, or could alternative methods be used for the same purpose? E.g. could an article be illustrated by children's work rather than images or videos of the children themselves?

5. The list of all children of whom photographs and videos must not be taken will be checked prior to the activity. Only children for whom consent has been given will be able to participate.

6. The staff members involved, alongside the headteacher, will liaise with the DSL if any LAC student, adopted student, or a student for whom there are security concerns is involved.

7. Staff will ensure that all children are suitably dressed before taking any photographs or videos.

9. Where possible, staff will avoid identifying children. If names are required, only first names will be used.

10. The school will not use images or footage of any student who is subject to a court order.

11. The school will not use photographs of children who have left the school, without parental consent.

12. The school will not use photographs of staff who have left the school without their consent.

13. Photos and videos that may cause any distress, upset or embarrassment will not be used.

### **School-owned devices**

Staff are encouraged to take photos and videos of children using school equipment. Digital photographs and videos held on the school's drive are accessible to staff only. Photographs and videos are stored in labelled files - no names are associated with images and videos.

### **Use of a professional photographer**

If the school decides to use a professional photographer for official school photos and school events, the headteacher will:

- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.

- Issue the photographer with identification, which must be worn at all times.
- Let children and parents know that a photographer will attend an event and ensure they have previously provided consent to both the taking and publication of videos or photographs.
- Not allow unsupervised access to children or one-to-one photo sessions at events.
- Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photographs for any other purpose.
- Ensure that the photographer will comply with the requirements set out in GDPR.
- Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images or videos are not used for any other anything other than the purpose indicated by the school.

### **Photography and videos during school events**

Parents/Carers will be requested not to take photographs/videos during school performances or events. There will be opportunities for parents/carers to take photographs of their own child after the event.

Parents/carers must not post photographs/videos of Whitegate CofE Primary children in school or at school events on social media.

### **Educational visits, extra-curricular events and residential**

When on educational visits, extra-curricular events or residential, teachers may take pictures and record videos for social media purposes. Images must then be saved onto 'Staff Share' on Teams.

### **Storage of photographs and videos**

Images and videos taken for media use and educational purposes must be stored in the appropriate file on 'Staff Share'. These photographs, along with those on stored electronically for subject leadership purposes, must be deleted by the end of July the following year, once the cohort of children have transitioned to their secondary school. (i.e. the July after the year the children have left Whitegate.)

**Date of policy: January 2025**

<b>PERSON RESPONSIBLE FOR POLICY:</b>	<b>CAROLINE MACKENZIE</b>
<b>APPROVED:</b>	<b>01.07.25</b>
<b>SIGNED:</b>	<b><i>T FINNEY</i></b>
<b>TO BE REVIEWED:</b>	<b>JANUARY 2028</b>