

## **Waycroft Multi Academy Trust Policy for Photography**

### **Rationale**

#### **Article 3**

All adults should do what is best for you. When adults make decisions, they should think about how their decisions will affect children.

#### **Article 19**

You have the right to be protected from being hurt and mistreated, in body or mind.

#### **Article 16**

You have the right to privacy.

#### **Article 36**

You have the right to protection from any kind of exploitation (being taken advantage of).

Waycroft Academy uses photography to enhance display, promote children's learning and support their needs.

Making use of photography for publicity materials promotes our school in the press, on the website and in educational documentation and journals.

Photographs of children attending our school add interest to articles promoting our many activities and are an integral part of our records, assessment and observation procedures.

The use of photography enables our school to benefit by teaching children to use recent technologies, increasing children's motivation, lifting staff morale and helps parents/carers/guardians and the local community identify and celebrate our many achievements.

We have agreed a policy to ensure that there is recognition of the many benefits which are gained by the use of photography for Waycroft Academy and to ensure procedures will not allow the safeguarding of children to be compromised.

Risks can be minimised by following guidelines detailed below.

## **Aims**

- Photography will be used in a responsible way.
- Photographic practices will be carried out which are compliant with Data Protection and Child Protection procedures.
- Parents/carers/guardians will be asked to consent to their child's photograph being shared. Parent/carer/guardian's wishes will be considered sensitively.
- The purpose of all photography used for either publicity reasons or assessment must be known by staff, Governors and parents/carers/guardians.
- Only school authorised equipment can be used for photographic practices and never mobile telephones.

## **Child Protection**

There may be a risk when individual children can be identified in photographs and when their names are known which appear alongside photographs.

It is known that the content and image of a photograph can be used or adapted for inappropriate purposes.

In the event of an inappropriate use of children's photographs the Principal will follow Child Protection protocol agreed by Bristol City Council.

## **Data Protection**

Photographs and video images of children and staff are classed as personal data under the terms of the Data Protection Act 1998.

Using images for school publicity purposes requires consent.

Waycroft Academy will not display images of children or staff around the school, on websites, in class DVD's and publications without consent. We will try to work sensitively to ensure that photographs of children are also not taken in a public place without consent. *There is recognition that photographs taken at an event attended by large crowds is regarded as a public area and it may not always be possible to get permission from everyone within a shot.*

## **Consent Procedures**

Parents/carers/guardians will be asked to sign consent forms authorising their permission for children to be photographed whilst attending Waycroft Academy.

Parents/carers/guardians will be asked to consent their agreement for any photograph to be displayed either in the school, on the website, in a class DVD or in educational documentation.

Parents/carers/guardians will be provided access to copies of the Photography Policy.

Careful explanation about the purpose and use of photography will be provided to the parent/carer/guardian of each child attending Waycroft Academy. This will be in the pack given to new pupils.

We will ensure that no child's photograph will be displayed around the school, on a website, in a class DVD or in press articles organised by school without consent. Copies of consent procedures are appended to this policy.

### **Use and storage of Images**

Staff and Governors at Waycroft Academy will:

- Only use school authorised equipment to take and store downloaded images. *(All fulltime teaching/support staff have access to a school camera and flip video camera as well as computers for upload purposes).*
- Ensure that images are stored securely and used only by people authorised to have access.
- Photos will be saved in the agreed folders on the school server and kept in my documents of teachers' laptops for as short a time as possible.
- Delete photographs which become out of date or become unwanted
- Never photograph children who are in unsuitable dress.
- Ask students on placement to co-operate with the class based staff and take and upload photographs on school equipment.
- Request visitors to co-operate with class based staff and take photographs on school equipment unless separate parental consent has been obtained.

Parents and carers will:

- Be allowed to take stills photos and videos at specific school functions, i.e. sports day, sponsored events, performances and curriculum events **as agreed by the school**
- **Not** place photos or videos of school events on the internet including YouTube and Facebook

*"We cannot be held responsible if your child appears in the background of a photograph being taken by another parent/carer at some school events"*

### **School Website**

Great care will be taken to ensure that photography used for publicity purposes does not feature images which may be at risk for inappropriate use.

Consent from parents/carers/guardians will be required before any image is used on the school website, (see consent form below).

Children's full names will not be linked to photographs on the school website.

### **The Press**

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commissions Code of Practice provides guidance outlining responsible photographic practices.

No child should be photographed who is aged less than 16 years without parental consent.

Pupils must not be approached or photographed while at school without the permission of the school authorities.

From time to time Waycroft Academy will contact the press to feature special achievement projects and successes.

Parents/carers/guardians will be invited to consent to their child being photographed on these occasions thus ensuring that photographs featured within press articles are approved.

Names of children to accompany photographs published in newspapers and magazines will appear only where parents/carers/guardians have consented.

### **Commercial Film Makers/Commercial Photographers**

When a commercial photographer is used we will:

- Provide a clear brief of the intention
- Issue identification
- Inform parents /carers/guardians
- Obtain consent
- Not allow unauthorised access to children

### **Accessibility**

Parents/carers/guardians may request a copy of a photograph which depicts their individual child/children taken by members of the school staff. A nominal charge will be made to cover the cost of printing and paper.

In the event of school activities school authorised equipment will be used to take photographs for publicity purposes.

*Some group images may not be copied as these will be considered to have been taken in a public place where some people may not have given permission.*

### **Monitoring and Review**

The implementation of this policy will be reviewed annually including discussion regarding any parental input.

## Photography Consent

Name of Child: \_\_\_\_\_

☐ I give permission for my child's photograph to be taken or to be filmed at Waycroft in the following contexts:

- A formal school individual photograph
- A formal school class or year group photograph
- Photographs showing individuals or groups involved in school activities on the school site, on trips or on educational visits
- Photographs used in school displays
- DVDs filmed for curriculum purposes and to record school events

I give permission for these images to be used on the Academy's website. However, surnames of children are **not** published alongside any photographs. I am also aware that from time to time, photographs of children can be used in newspapers, published documents or on the television.

**OR**

☐ Due to exceptional circumstances in my family, it is not appropriate for my child to have his/her photograph taken in the contexts listed above and I do not consent to them being filmed during any sporting event/ concert/ camp etc.

I would like to make an appointment to speak to the Safeguarding Officer at the Academy to discuss this in more detail and to share information regarding these circumstances.

Signed: \_\_\_\_\_ (Parent /Carer) Date: \_\_\_\_\_

*Please note, the responses indicated on this form will be kept on your child's file for the duration of their time at Waycroft Academy. If you would like the permissions altered, you will need to complete a new consent form.*

***Further details are available in the full photography policy***