

Applecroft School



Photography Policy

Person Responsible:	Headteacher
Review Cycle:	Three Years
Date of Issue:	October 2024
Review Date:	October 2027

Photography Policy

1) Introduction:

School Vision:

To create a positive and inspiring community that nurtures each individual and empowers leaders for life.

School Mission Statement:

Nurturing Potential, Inspiring Minds, Changing Lives

School Values:

- Ambition and Leadership,
- Kindness and Supportiveness,
- Respect and Honesty,
- Determination and Resilience.

2) Policy Statement:

The Photography Policy sets out to ensure that:

- Photographs are only used for the purpose intended;
- School use of photographs is facilitated;
- Personal family photography is allowed where possible;
- Individual rights are respected and child protection ensured;
- Parents/carers and pupils are given the opportunity to either opt in or opt out.

Throughout this policy, 'photography' refers to digital images, DVD's, videos and photographic prints or slides. 'In school' refers to all occasions, whenever and wherever pupils are the responsibility of the school staff. 'Parent' refers to anyone with parental rights and responsibilities in relation to a pupil.

3) Policy Aim:

The main rationale for this policy is to strengthen the school's Child Protection procedures, to ensure that all of our children, including the most vulnerable, remain safe while in school and taking part in school activities. With the increasing risks posed to vulnerable individuals by the development of social media, networking groups and other internet sites, it has been considered necessary to review how images, both photographic or via recordings, of children are shared with, and by, parents/carers and the school. We also aim to protect your child's interests, respect your wishes and comply with Data Protection Law. We also acknowledge the need to be mindful of Copyright in Performance restrictions.

The Board of Trustees will review this policy regularly within the agreed cycle of Policy Review.

During the school year, there are a number of occasions when school staff or parents/carers will want to take photographs of pupils. Such occasions include everything from assessment and curricular purposes in the classroom to awards ceremonies, school productions and sporting events, as part of the wider life of the school.

4) Policy Content:

- a) Parental Access to Photography
- b) School Use of Photographs

a) Parental Access to Photography:

Parents/carers should take account of the 'Use of Camera and Video Code'

'Use of Camera and Video Code:
A Guide for Parents/Carers who wish to use Photography and/or Video at a School Event'

Generally, photographs and videos for school and family use are a source of innocent pleasure and pride, which can embrace self-esteem for children and young people and their families. We must, however, pay attention to child protection issues and safety requirements and balance the rights of individual children's privacy with the rights of parents/carers to record their children's achievements. Parents and carers attend school events at the invitation of the Headteacher and Board of Trustees. The Headteacher and Board of Trustees have the responsibility to decide the conditions that will apply, in order that children are kept safe, that the performance is not disrupted and the children and staff are not distracted.

We recognise that parents/carers and family members wish to record events such as assemblies, school plays, sports days etc. to celebrate their child's achievements and journey through school. Applecroft is happy to allow this on the clear understanding that such images/recordings **are used purely** for family purposes. Images/video containing children other than their own must never be **sold or shared** with others via the Internet, social media sites or other networking sites due to existing Data Protection legislation and to ensure the safety of all our children.

Recording or photographing other than for private use would require the consent of all the other parents/carers whose children may be included in the images.

Parents/carers are asked to follow guidance from the school staff regarding the timing and procedures for permitted photography that will be communicated at each school event.

Parents and carers must never photograph or video children changing for performances or events.

Parents and Carers agree to these terms via the photography consent form attached.

b) School Use of Photography and Recordings:

The school uses photographs and recordings for a number of purposes:

- Assessment of pupils in some class situations;
- Illustrating aspects of learning and teaching;
- Recording events in the life of the school.

In accordance with Data Protection Law, the school must gain explicit permission from the parent/carer for images of their child/ren to be used in any of the above. The school will not re-use any photographs or recordings of your child that are incompatible with the original purposes explained to you.

Photographs and recordings will be stored electronically, only for as long as the purpose for which they were taken remains valid. Once that purpose expires, photographs or recordings will be deleted. See section 10 of the school's [Data Protection Policy](#) and [Data Retention Schedule](#).

If we use photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption without consent, nor will we include any other personal data.

We may use group or class photographs or footage with very general labels, such as 'a science lesson'.

We will only use photographs and videos of pupils who are suitably dressed.

Parents/carers should note that websites can be viewed throughout the world and not just in the United Kingdom (where UK law applies) and, when copied from the website, images and information can no longer be controlled by the school.

Applecroft School



Photography Consent Form

In accordance with Data Protection Laws, Applecroft School seeks your permission for your child's photo/recording to be taken for the purposes listed below. This form is valid for the period your child is registered at Applecroft School. If you wish to give consent for this form to be used beyond this period please indicate this in the appropriate box.

Please note that you can withdraw your consent at any time. If you have any queries or wish to withdraw or review your consent, you can contact the School Office.

	Description of the use of photographs or images	Please tick:	
		Yes	No
1.	School use of photography (as detailed in item 2 of this policy)	<input type="checkbox"/>	<input type="checkbox"/>
2.	May we use your child's photograph in the school hard-copy prospectus and Other printed publications that we produce for promotional purposes? <i>Please note: Printed publications are available to anyone</i>	<input type="checkbox"/>	<input type="checkbox"/>
3.	May we put your child's photograph and/or name on the school's website, including in on-line publications such as an on-line prospectus and other promotional material? <i>Please note: Websites can be viewed throughout the world and not just in the United Kingdom (where UK law applies) and, when copied from the website, images and information can no longer be controlled by the school.</i>	<input type="checkbox"/>	<input type="checkbox"/>
4.	May we put a recording of your child on the school's website, including in on-line publications such as an on-line prospectus and other promotional material? <i>Please note: this may include your child's voice as well as their image.</i>	<input type="checkbox"/>	<input type="checkbox"/>
5.	May we use your child's photograph and name on Social Media (at present the school only uses X, formerly Twitter)? <i>Social Media can be viewed throughout the world and not just in the United Kingdom (where UK law applies) and, when copied from the Social Media, images and information can no longer be controlled by the school.</i>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Are you happy for a photograph or film footage of your child to appear in the media (for example, in a local newspaper)? <i>Please see Appendix 1 outlining specific terms of use.</i>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Do you provide consent for any photograph or recording of your child being used once they are no longer registered at Applecroft School?	<input type="checkbox"/>	<input type="checkbox"/>

Name of child:

Class:

Parent or carer's signature:

Date:

Name of parent/carers (in block capitals):

Occasionally, our school is visited by the media who will take photographs or film footage of a high-profile event, or to celebrate a particular achievement. Pupils will often appear in these images, which may appear in local or national newspapers or on televised news programmes.

If you give permission for your child's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs)
- It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers.