



HYTHE BAY
Church of England
Primary School

Photography and Video Policy

Signed	Designation	Date
	Headteacher	
	Chair of Governors	

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:

a. 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.

b. 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.

c. Projecting the right image

Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.

d. 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.

We aim to create a Christian environment in which each child is valued and special and in which respect for the rights and needs of others is nurtured. As a Church school we believe all we do is supported by biblical guidelines.

All images taken by the school will be used in a manner respectful of the eight Data Protection Principles and the General Data Protection Regulations. This means that images will be:

- fairly and lawfully processed
- processed for limited, specifically stated purposes only
- used in a way that is adequate, relevant and not excessive
- accurate and up to date
- kept on file for no longer than is necessary
- processed in line with an individual's legal rights
- kept securely
- adequately protected if transferred to other countries

The Headteacher is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of this policy.

Written permission from parents or carers will be obtained before images/videos of children are published by the school.

Written parental consent will be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.

Written consent from parents will be kept by the school where children's images

are used for publicity purposes (such as brochures or publications), until the image is no longer in use.

Parental permission will be sought on admission to the school.

A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Images will not be kept for longer than is to be considered necessary. A designated member of staff will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.

All images will remain on site at all times, unless prior explicit consent has been given by both Headteacher and the parent or carer of any child or young person captured in any photograph. Should permission be given to take images off site, all relevant details are to be recorded, for example who, what, when and why and data will be kept securely (e.g. with appropriate encryption).

The Headteacher reserves the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.

Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably encrypted and monitored to ensure it is returned within the expected time scale.

Images or videos that include children will be selected carefully when used online and are protected as far as the technology available allows.

Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.

All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.

Only official school owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras/mobile phones etc. by staff is prohibited at all times.

Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. The school will ensure that images are held in accordance with the Data Protection Act 2018 and suitable safeguarding requirements (if necessary) are in place.

Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.

The school will discuss the use of images with children and young people in an age appropriate way.

Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.

Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.

Photographs will be disposed of should they no longer be required. They will be deleted, wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Headteacher and the parent/carer.

Use of Photos/Videos by Parents/Carers

Parents/carers are permitted to take photographs or DVD footage of events for private use only.

Parents/carers are only permitted to take or make recording within designated areas of the school. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.

The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.

Parents and carers who are using photographic equipment must be mindful of others when making and taking images. For instance, if the photo or video includes **only** their own children, it can be shared on the internet however, there must be no other children in shot, however briefly or clearly they can be seen. Parents and carers should 'Think before We Post' online.

The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.

Parents may contact the Headteacher to discuss any concerns regarding the use of images.

Use of Photos/Videos by Children

The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera (e.g. unsupervised areas, toilets etc).

The use of non-school provided devices e.g. mobile phones, children's own digital cameras, is not allowed.

All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.

Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.

Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 2018.

Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed by the school. Photos taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens.

Still and video cameras provided for use by children and the images themselves will not be removed from the school.

Use of Images of Children by the Media

Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. *Consent form provides permission if applicable.*

The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.

Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

Use of Professional Photographers

Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's safeguarding policies.

Photographers will agree that images will only be used for a specific purpose, subject to parental consent. Photographers will not have unsupervised access to children and young people.

Use of Closed-Circuit Television (CCTV)

Although the school site does not have CCTV should the situation change then the following would apply:

All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.

Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

Regular auditing of any stored images will be undertaken by the Headteacher or other member of staff as designated by the senior leadership team.

If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.

CCTV cameras will be appropriately placed within the school.

Use of Webcams

Parental consent will be obtained before webcams will be used within the school environment for curriculum or educational purposes.

All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.

Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

Virtual Meetings

Meetings will only be arranged by personal invitation and a secure system such as Microsoft Teams / Zoom. Attendees will be asked to have webcams switched on. Recording of meetings is prohibited unless expressly agreed by all parties.

If possible, all attendees to use headphones to keep the meeting private, if not to be mindful of surroundings especially when discussing confidential items.

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 carer 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.

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.

This policy refers and relates to other safeguarding policies and procedures which includes but is not exclusive to:

- On-line Safety
- ICT Acceptable Use agreements
- Safeguarding
- Photography permission and consent form
- Remote Learning

Approved at the Resources Committee meeting on 16.05.2022.

Ratified by FGB meeting on 26.05.2022