

The Use of Videos and Photographs in School

<i>Policy/Procedure Title</i>	<i>Use of Videos and Photographs in school</i>
<i>Author (Name/Department/Curriculum area)</i>	<i>Chief Operations Officer</i>
<i>Approved by</i>	<i>PAT Directors</i>
<i>Reviewed</i>	<i>December 2020</i>
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Introduction

Photographs and video for Propeller Academy Trust (PAT) and family use are a source of innocent pleasure and pride, which can enhance the self-esteem of children and young people and their families. Parents/carers are not required to comply with the Data Protection Act 1998 when taking photographs for their own private use of their children at an organised PAT event. Parents should not be stopped from taking photographs for their own private use because of concerns of contravening the Data Protection Act.

However, we must always be mindful of the need to safeguard the welfare of children in our schools, and issues of child protection, data protection and parental consent will be given careful thought. Images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the internet.

This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media. This policy will also apply to all forms of print, film, video and DVD that are used to record individual progress towards IEP and other academic targets, e.g., class work, activities in and out of the classroom.

Please be aware, the PAT schools are private properties, and for the security and safety of staff and children, CCTV images are used in some of our premises. We may be required to release these images to the police and we will meet with this legal requirement as routine. No images are taken in personal hygiene rooms or toilets.

Where another body provides services or activities separately, using PAT premises, the Directors will ensure that the body concerned has appropriate policies and procedures in place in regard to safeguarding children.

Consent forms + Multi-Me

- All parents of pupils in the school will be asked to sign a consent form to gain permission to publish photographs in public places (including websites). – see Appendix 2
- If parents/carers disagree over consent for their child, it will be treated as if consent has not been given.
- Staff and volunteers who work in the PAT will be asked to sign a form to confirm that they understand the PAT's policy for the use of video and photography .– see Appendix 2, Number 5.

Use of images

Parents and carers

- The headteachers will decide if the event is one at which photography and videoing will be permitted.
- When informing parents of the event, they will be informed of the headteachers decision

- If general shots are to take place such as at a fete, visitors will be warned in the invitation, so that general consent is implied by attendance
- Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE (sports day) and swimming.
- Parents and carers assisting children to dress or change will not be allowed to take photos or videos during this time.
- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so.

Staff and volunteers

- The headteacher will decide if the event is one at which photography by staff and volunteers will be permitted
- The school will provide staff with a camera or video equipment to be used at the event.
- Where a member of staff is recognised as being expert in photography and requests to use their own specialist camera equipment, the headteacher may grant permission for this staff member to use their own specialist camera, however an acceptable use agreement will be signed by the member of staff.
- Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE lessons, swimming and at sporting events, e.g. Sports Day.
- Those staff and volunteers in the PAT assisting children to dress or change will not be allowed to take photos or videos during this time.
- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so.
- Staff in possession of photos will not share or forward to parents or any other body through private multimedia channels, i.e. Facebook, Twitter.

Children who should not be identified

- Every effort will be made by the schools within the PAT to prevent capturing of the image of any child who should not be identified.

Media photographing and filming

- The media operate under their own Code of Practice. Photographs taken by the media are usually exempt from the Data Protection Act.
- If the media are invited into a school within the PAT for publicity purposes parents/carers of those children likely to appear will be informed

Video conferencing

- Where parents have asked that their children's images should not be included in video conference every effort will be made to avoid this.

Mobile phones (MMS Multi-media messaging service, video phones)

- Mobile phones are not permitted to be used by staff in school other than in an emergency to summon help or during a staff break time. They must not be used to take photographs or videos in school or at school events without direct permission of the Headteachers or Chief Operations Officer of the Trust.

Guidance for parents

- Written guidance will be given to parents/carers to the effect that any images must be taken for personal use only and specify that images including others must not be put on the web/internet, and that if they are Data Protection legislation may be contravened.
- A copy of the 'Use your camera and video courteously' code' will be given to all parents/carers on arrival at events as a reminder and also when the child joins a school within the Trust.
- Parents/carers will be prompted with a verbal announcement at the start of the event that any images must be taken for personal use only. They will be reminded that such images must not be sold or be put on the web/internet otherwise Data Protection legislation is likely to be contravened.
- People with no connection to the PAT will not be allowed to photograph – staff will question anyone they do not recognise who is using a camera and or video recorder at events and productions.

Appendix 1

'Use your camera and video courteously'

A guide for parents who wish to use photography and/or video a school event

Generally photographs and videos are a source of innocent pleasure and pride, which can make children, young people and their families feel good about themselves. By following some simple guidelines we can proceed safely and with regard to the law.

- Remember that parents/carers and others, attend school events at the invitation of the Headteacher, Local Governing Body and the PAT Directors.
- The Headteacher has the responsibility to decide if photography and videoing of any school events is permitted
- The Headteacher has the responsibility to decide the conditions that will apply so that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event **for their personal use only**. Such photos and videos must not be sold and **must not be put on the web/internet/social media**. To do so would likely break Data Protection legislation.
- Recording or photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events
- If you are accompanied or represented by people that the PAT or school staff do not recognise they may need to check who they are, if they are using a camera or video recorder.
- **Remember that for images taken on mobiles phones the same rules apply as for other photography, you should recognise that any pictures taken are for personal use only.**
- If the Headteacher, staff or governors feel unable to adequately control the spontaneous behaviour of parents/carers or are unable to ascertain the identity of all those attending the event, then the imposition of a complete ban on all photography and videoing may be

necessary. Parents may also be asked to stop filming or taking photos if the circumstances change or a child becomes distressed.

- Please remember some of our children are very vulnerable and we would ask you show the same courtesy you would wish for your own child to every child.

Appendix 2

Consent form for use of images of children

Occasionally, we may take photographs, or make video or web cam recordings, of the pupils at our PAT. We may use these images on displays around the schools, in our prospectus, or in other printed publications that we produce, as well as on our websites.

Sometimes the media (papers, radio or television) may visit our schools and interview and/or take photographs, videos, or sound recordings of our children. These images may then be published in the local or national press.

We frequently take photographic or video images of individual pupils and groups of pupils in order to record their progress towards their targets. These images are used in the pupils' individual records and occasionally for internal and external moderation. Teaching staff from other classes and from other schools in the area may, therefore, see an image of an individual pupil achieving or working towards a target. These images may be annotated with the pupil's name, but remain the property of the school that the pupil is at.

Please answer questions 1 to 4 below, then sign and date the form where shown, and return the completed form to the school as soon as possible.

Please circle

1. Do you give permission for your child to be photographed when taking part in school events? This may include by other parents for their own private use.	Yes / No
2. Do you give permission for your child to appear in the media?	Yes / No
3. Do you give permission for your child to be recorded on video?	Yes / No
4. Do you give permission for photographs of your child to appear on the school or PAT website?	Yes / No

5. Parents who want to take photographs/ videos at school events need to be aware that others captured in the said images, may not wish to have them circulated on social media, therefore, we would ask you to abide by the following:

We agree not to sell or upload to the web or internet including any social media sites eg facebook, any photographic / video image that contains any image other than our own family taken during any school event unless authorised to do.

Please note that websites can be seen throughout the world, and not just in the United Kingdom, where UK law applies. Please also note that the conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Name of the child:

Name (in block capitals):

Signed

Address:

Date:

Telephone Number:

Appendix 3

Conditions of use

1. This form is valid for the period of time your child attends this PAT plus 3 years after they leave. The consent will automatically expire after this time.
2. We will not use the personal details or full names (which means first name and surname) of any child or adult in a photograph on our website, in our PAT prospectus or in any of our other printed publications.
3. We will not include personal e-mail or postal addresses, or telephone or fax numbers on our website, in our PAT prospectus or in other printed publications.
4. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption on our website or other printed publications.
5. If we name a pupil in the text, we will not use a photograph of that child to accompany the article on our website or in other printed publications.
6. We may include pictures of pupils and teachers that have been drawn by the pupils.
7. We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.
8. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.
9. 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 your child’s name, age and the PAT name or 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 or media organisations;
 - Photos may be taken by third parties.

Appendix 4

Consent form for use of images of adults in schools – staff/volunteers/service providers

Occasionally, we may take photographs, or make video or webcam recordings, of the pupils and adults at our PAT. We may use these images on displays around the PAT, in our prospectus, or in other printed publications that we produce, as well as on our website.

Sometimes the media (papers, radio or television) may visit our PAT and interview or take photographs, videos or sound recordings. These images may then be published in the local or national press.

Please answer questions 1 to 4 below, then sign and date the form where shown, and return the completed form to the PAT as soon as possible.

1. Do you give permission for your photograph to be taken when you are taking part in PAT or school events? This may include by parents for their own private use.	Yes / No
2. Do you give permission for images of you to appear in the media?	Yes / No
3. Do you give permission for the school to record you on video?	Yes / No
4. Do you give permission for images of you to appear on the PAT website?	Yes / No

Please note that websites can be seen throughout the world, and not just in the United Kingdom, where UK law applies. Please also note that the conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Name (in block capitals):

Signed

Address:

Date:

Telephone Number:

Conditions of use

1. This form is valid for the time you are working/volunteering at this PAT plus 3 years after you have left, to enable us to publicise the work of the PAT effectively
2. We will not re-use any images after this time.
3. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website or in printed publications.

Appendix 5

For staff and volunteers

Occasionally, staff and volunteers may want to take photographs, or make video or webcam recordings, of the pupils and adults at our PAT and schools. Staff may use these images on displays around the schools/PAT, in our prospectus, or in other printed publications that we produce, as well as on our website.

Sometimes the media (papers, radio or television) may visit our school and interview or take photographs, videos or sound recordings. These images may then be published in the local or national press.

Please answer questions 1 to 5 below, then sign and date the form where shown, and return the completed form to the school office as soon as possible.

1. Do you understand that you must not use your own personal equipment (including mobile phones) to take images of the children who attend the PAT schools? Except under exceptional circumstances, when a school owned SIM card is used in the	Yes / No
2. Do you understand that any images taken are for school use only?	Yes / No
3. Do you understand that you must not pass any images taken to parents or friends, even if they ask you to?	Yes / No
4. Do you understand that any images taken must not be posted on the internet or on social media sites?	Yes / No
5. Do you understand that you have a duty of care to challenge and report any person taking photos of the children inappropriately?	Yes / No
6. You have a duty to check and be aware of any children in your care who are excluded from photos and videos to prevent photos being taken or shared.	Yes / No
7. Where staff are related to a child, the same rules apply. You should not take private photos. You should formally request copies of any images via the Headteacher.	Yes / No
8. Where staff are related to children, photos of non-school activities may be posted or distributed on social media.	Yes / No
9. Staff are reminded that they hold positions of public office and any posting should not bring the school or PAT into disrepute and should not mention or reference school matters to ensure child safety is	Yes / No

Please note that websites can be seen throughout the world, and not just in the United Kingdom, where UK law applies. Please also note that the conditions for use of these photographs are on the back of this form. I confirm that I will only use school equipment to photograph or video in school following the guidelines within this policy. I also understand that all photographs / videos remain the property of the school. I understand that I must not sell or upload any photographic / video image taken in school to the web / internet including all social media site. I understand that I must not pass any photographs / videos to any parent without permission from the Headteacher.

In order to safeguard staff against the possibility of allegations of misconduct, the PAT recommends that staff working outside of school hours supporting families, should ensure that images held of the children taken during this work are shared with the parents of those involved, and that authorisation is obtained for any future images.

I have read and understood the conditions of use at the bottom of this form.

Staff /Volunteers Name:

Signature:

Date:

Address:

Telephone Number:

This form is valid for the time you are working/volunteering at this school plus one year after you have left.

This is the PAT's general statement of intent. The implementation of this policy is outlined in the enclosed policy document which outlines the organisation [people and their duties] and arrangements [systems and procedures].

Signed:

Date:

Lorraine Wilson
Head Teacher – Kingfisher School

Signed:

Date:

Stephanie Coneboy
Head Teacher – Fitzwaryn School

Signed:

Date:

Gay Campbell
Chair of Trustees