



Woodlands Primary School Formby

Working together, achieving more

Photography & Video Policy

Reviewed: December 2022
Next review date: December 2024



Photography & Video Policy

Principles

This policy details the rules governing photography and recording videos at Woodlands Primary School, the distribution of these photos & videos, & their publication on the internet. It covers the rules for staff, governors & parents, and is founded on four main principles:

1. 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 school.

2. Privacy

We believe that every child & parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at school.

3. Projecting the right image

Photographs taken at school should not cause embarrassment to the school, the children or the staff.

4. Sharing children's achievements

It is natural for every parent to want to share their children's activities & achievements at school with their friends & family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

Consent

When a child joins the school, their parent or carer is asked for consent for the child to appear in photos:

- photographic evidence for all
- photograph in a promotional booklet/display (no name)
- photograph on school website or Twitter feed (no name)
- publication in local press

For further details see Appendix 1

The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we respect the right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined.

Vulnerable Children

Special care is taken with "looked after children" and we check the issue of consent with the child's social worker as there may be situations (for example, in adoption placements) where a child's security is known by the class teacher to be at stake, indicating the need for extra care. Similarly, children living in situations involving Child Protection and domestic violence where their identity may need to be protected.

School Website

The school endeavours to publish on the school website a selection of photos & 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/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, children or staff involved.

Photos & videos 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.

**If a child received an individual award (e.g. a maths competition entered through school) and the school wished to share their achievement including a photo, parental consent would be sought before naming (first name only) them on the school website.*

Rules for Parents, Carers/Guardians and Governors

Parents/carers are permitted to take photographs and record videos at school events, as long as they agree to the conditions described in this policy.

These events include:

- Christmas/Nativity Plays
- Sports Day
- Summer Fair
- Y2 End of Year assembly
- Y6 Leavers' assembly

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports day, it includes the field. It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the Headteacher. Parents cannot use cameras when helping on school trips to take pictures of children.

Outside designated events

It is not permitted to use any device to photograph children on school premises **at any time** outside these designated events unless explicitly authorised by the Headteacher.

Volunteering to help on a school trip

It is not permitted to use any device to take photographs when accompanying children on a school trip or post on any social media e.g What's App, Twitter, Facebook etc.

Distribution and publication of photos & videos

Photos taken at these events are for your own personal use only. They may be shared by email with friends & family, but **must not** be published on **any** internet website. This includes Facebook, Twitter, Instagram, YouTube and all other social media sites.

The reason for this restriction is that it is not possible for individual parents to ensure that all three of the safeguarding rules described above are adhered to at both the time of publication, and later.

Photos & videos featuring only your own children

There is one exception to the internet publication rule. If the photo or video includes only your own children, you may share it on the internet however you like. For this exception to apply **there must be no other children in shot**, however briefly or clearly they can be seen. The reason for this exception is that the school recognises that how you use photos of your own children is a decision purely for you.

Withdrawal of permission

Failure to adhere to these conditions may, at the discretion of the Headteacher, lead to withdrawal of permission to use a camera at future events.

External Photographers

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the Headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.

School Twitter account

The school will not post any photos on Twitter where individual pupils can be identified. Photos will not include any recognisable faces & any photographs of groups of children will be taken from a distance, e.g. on the school field, where individual identification would not be possible.

Rules for Pupils

- Pupils must not take any photographs or video on the school site using personal cameras at any time unless explicitly authorised by the Headteacher.
- Pupils may take photos or video using school equipment under the supervision of staff or other authorised persons.
- Pupils must not upload any photographs taken within the school premises (school buildings, playground, field, etc.) on to the internet or any social media sites, e.g. Facebook, Twitter, Instagram, YouTube, etc.

Rules for Staff

- Staff may take photos & video anywhere within the school for the purposes indicated on the parental consent form.
- These may be published on the school website if they conform to the safeguarding rules described above.
- They may not be published on any other internet or social media site.
- They may be shared with other members of staff by email to support teaching work. They may not be shared with friends & family.
- The school cameras should be used to take photographs where possible. Staff will not use personal cameras (digital or otherwise) for taking and transferring images of pupils or staff without permission from the Headteacher and will not store images at home.
- Members of staff who are also parents/carers of children at the school are permitted to take photographs at school events under the terms described in 'Rules for Parents, Carers/Guardians and Governors'.

NOTE:

For the purposes of this policy 'camera' refers to any device that can take (digital) images, e.g. mobile phone, iPad, tablet, DS, etc.

Signed:

Chair of Governors:

Date:

PERMISSION FOR WALKING VISITS AND EDUCATIONAL TRIPS

I/we give permission for my child/ren to leave the school premises, under supervision, to take part in walking visits. I give permission for my child/ren to take part in education trips.

YES

NO

PERMISSION FOR PHOTOGRAPHIC EVIDENCE

I/we give permission for my child to be photographed in school for evidence.

YES

NO

PERMISSION FOR PHOTOGRAPHS

As a parent/carer, I/we understand that photographs and videos may be taken by the School for the purpose of recording activities.

I/we give permission for School to use an unidentified picture of my child in a booklet or display to promote the School

YES

NO

I/we give permission for School to use an unidentified picture of my child on their website and Twitter feeds.

YES

NO

I/we give permission for my child to appear in a video presentation made by, or authorised by, the School E.g. KS1 Nativity.

YES

NO

I/we give permission for my child to be photographed, interviewed or filmed by the press, radio or television if permission is granted to those organisations by the Headteacher
N.B. Parents/Carers will be notified prior to any of these events taking place.

YES

NO

I/we give permission for my child's full name to be provided to the press, radio or television for the possible publication with a photograph or film.

N.B. Parent/Carers will be notified prior to any events taking place.

YES

NO

Photographs and Videos taken by parent/carers.

Although practice varies from school to school, in this instance the Governors have agreed that parents/carers may take photographs or videos of events to which they have been invited, such as Sports Day or a School Assembly or Play.

I/we agree that if, **with the permission of the Headteacher** I/we take photographs or videos of any school event, I/we will ensure that these are used for personal and family use only and will not be made available to anyone else. I/we understand that any other use may be in breach of the Data protection act 1998.

I/we understand that if at any point whilst my child is attending School

I/we change my mind, I/we need to let School know, in writing, about the change.