



LOCATION : SCHOOL HANDBOOK, SECTION I, DOCUMENT 39

MEDWAY COUNCIL
EDUCATION DEPARTMENT

POLICY FOR THE USE OF
VIDEOS AND PHOTOGRAPHS
AT SCHOOL EVENTS

First adopted by the Governing Body, Summer 2012

This policy was last reviewed to ensure appropriateness and relevance in

July 2015 / May 2017 / December 2019

Introduction

Photographs and video for school 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 event. However, uploading photographs of other children onto social media sites without parental permission may be in breach of the Data Protection Act. (This includes uploads of any photos where children may be inadvertently seen in the background.) Parents should not be stopped 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 school, and issues of child protection, data protection and parental consent are 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 applies to all forms of publications; print, film, video, DVD, on websites and in the professional media.

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

Consent forms

- 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.
- All adults in the school will be asked to sign a consent form to gain permission to publish photographs in public places (Including websites). – see Appendix 3

Use of images

Parents and carers

- The school 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 schools decision
- If general shots are to take place such as at a school 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 the taking of photographs during PE (sports day) and swimming.)
- Those parents and carers in the school to help with assisting children to dress or change will not be allowed to take photos or videos during this time.

Schools

- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so.
- When photos are destroyed, the negatives will be destroyed as well, where the image is kept electronically (e.g. CD the disk will be made unusable)

Children who should not be identified

- Every effort will be made by the school 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.

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 devices (ipads and phones)

- These devices can take and transmit images and the same rules apply as for other photography, the user needs to recognise that any pictures taken are for personal use only.
- Staff are not permitted to use their own mobile phones (or cameras) to take photographs of pupils.

CCTV (where installed)

- Our CCTV will be operated in accordance with the principles of data protection. See Information Commissioner Guidance which can be found at <http://www.ico.gov.uk/documentUploads/cctvcop1.pdf>.

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. See Appendix I
- 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 them 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 our school will not be allowed to photograph – staff will question and report anyone they do not recognise who is using a camera and or video recorder at events and productions.

K. Joy

September 2013

April 2014

Updated July 2015

May 2017

Updated December 2019

APPENDIX I

'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 for school and family use are a source of 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 head and governors.
- The head and governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The head and governors have 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 own personal use only. Such photos and videos must not be sold and **must not** be put on the web /internet.
- Recording or / photographing other than for your own private use would require the consent of all the other parents/carer whose children may be included in the images and, for good reasons, some parents/carers may not want their children to be photographed.
- 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 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.

CONSENT FORM

Name of Child

I give permission for my child to:

- a) Participate in educational visits outside the school premises.
- b) Receive swimming instruction in the school swimming pool or local pool as appropriate.
- c) Have his/her photograph taken at school. This will usually be for classroom purposes or for inclusion in the school newsletter or prospectus but may include occasional photographs taken by the media/press when, for example, donations are made to the school, or the school wishes to publicise its good practice.
 - At Abbey Court School we take the issue of child safety very seriously, and this includes the use of images of pupils.
 - Within school publications, if we name a pupil in the text, we will not use a photograph of that child to accompany the article.
 - We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”
- d) Have his/her photograph or images including him/her published on the school’s web site and in school video publications.
 - The use of pupil images at Abbey Court School is underpinned by our ICT policy.
- e) I agree to my child being observed via video-conferencing, as part of a whole class group as part of a curriculum activity.
- f) I agree to my child working with the school employed therapists.
- g) I agree to suncream/lotion being applied to my child when necessary.
- h) I agree to my son/daughter taking part in Pets as Therapy (PAT) sessions. Please contact the school if you require clarification on this.
- i) I will undertake to dress my child in the school uniform as appropriate.
- j) I agree to abide by the terms outlined within the schools ‘Use of Videos and Photographs at School Events’ policy, when taking photographs or video footage at a school function or event.

NB: The media operate under their own code of practice. Photographs taken by the media are usually exempt from the Data Protection Act.

Signed

Name (in block capitals)

Date

APPENDIX 3

Consent form for use of images of staff, volunteers and other adults in schools

Abbey Court School

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

Medway Council may also use our photographs to illustrate work in Medway schools in council publications and publicity material.

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 as soon as possible.

Question	Yes / No
1. Are you happy for your photograph to be taken when you are taking part in school events? This may include by parents for their own private use.	
2a. Are you happy to appear in the media?	
2b. To be recorded on video?	
2c. To be in publications or publicity produced by Medway Council?	
2d. On the school website and Medway Council website?	

Please note that websites can be seen throughout the world, and not just in the United Kingdom, where UK law applies.

I have read and understood the following conditions of use:-

Conditions of use

1. This form is valid for the time you are working/volunteering at this school plus five years after you have left, to enable us to publicise the work of the school 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.

Signature:

Date:

Address:

Telephone Number:

Name (in block capitals):