



LOCATION: SCHOOL HANDBOOK, SECTION I, DOCUMENT 39

MEDWAY COUNCIL EDUCATION DEPARTMENT
POLICY FOR THE USE OF VIDEOS AND PHOTOGRAPHS
AT SCHOOL EVENTS

Date policy first adopted: Summer 2012

Date reviewed: Autumn 2023

Reviewed By: Vicky Aspin

Date ratified by Governing Body: n/a

Date of next review: Autumn 2025

Introduction

Photographs and videos 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 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 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 including; print, film, video, DVD, Powerpoint presentation, on websites and in the professional media or public domain.

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 school PowerPoint presentations and 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 school's 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 who help with assisting children to dress or change will not be allowed to take photos or videos during this time.

School

- Abbey Court may use images up to five years after a pupil has left, in order to publicise the work of the school effectively.
- 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 or electronic file the disk will be made unusable and/or the file deleted)

Children who should not be identified

- Every effort will be made by the school to prevent capturing of the image of any child where permission to identify them has not been received.

Media photographing and filming

- The media/press operate under their own Code of practice. Photographs taken by the media/press are usually exempt from the Data Protection Act.

Video conferencing

- Where parents have asked that their child's image is not to be included in video conferences, 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 of others must not be put on the internet/social media, 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 that such images

must not be sold or be put on the internet/social media otherwise Data Protection legislation is likely to be contravened.

- People with no connection to our school will not be allowed to photograph our pupils – staff will question and report anyone they do not recognise who is using a camera and or video recorder at events and productions where our pupils are present.

APPENDIX I

'USE YOUR CAMERA AND VIDEO COURTEOUSLY'

A guide for parents 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 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 and Governors.
- The Headteacher and Governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The Headteacher 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 are 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 internet or social media.
- Recording or photographing other than for your own private use would require the consent of all the other parents/carers whose children may be included in the images and, for good reasons, some parents/carers may not want their children to be photographed or recorded.
- 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.

APPENDIX 2

Consent Form

Name of Child

.....

Please answer questions 1-14 below, and sign and date this form and return to the school office as soon as possible.

		Yes	No
1	I give permission for my child to participate in educational visits outside the school premises.		
2	I give permission for my child to receive swimming instruction in the school swimming pool or local swimming pool.		
3	I agree to my child being observed via videoconferencing, as part of a whole class group as part of a curriculum activity.		
4	I agree to my child working with school-employed therapists. NHS therapists will have separate consent processes.		
5	I agree to provide sun cream/lotion and for it to be applied to my child when necessary.		
7	I will undertake to dress my child in the school uniform as appropriate.		
8	I agree to abide by the terms outlined within the school's 'Use of Videos and Photographs at School Events' policy, when taking photographs or video footage at a school function or event (please refer to website).		
9	I give permission for an Educational Psychologist to observe, review and advise on appropriate strategies to support my child's behaviour. I will be advised of this should this be required.		
10	I give permission for my child: To have their photograph taken at school. (This will usually be for classroom purposes or for inclusion in the school Newsletter.		
11	I give permission for my child: To have their photograph taken at school for our prospectus, or on the school website. <i>We take the issue of child safety very seriously, and this includes the use of images of pupils. Within school publications, we will only use a pupil's first name in the text if we use a photograph of your child to accompany the article. The use of pupils' images at Abbey Court School is underpinned by our ICT policy (please refer to our website).</i>		
11	I give permission for my child: To have their photograph or images taken/used by the media/press (For example, this may be when donations are made to the school or the school wishes to publicise its good practice).		
12	I give permission for the school to use my child's photograph/image for up to 5 years after they have left, in order to support the school in publicising the work of the school.		

N.B. The media/press operate under their own code of practice.

Withdrawal of consent: If you wish to withdraw your consent, please contact the office at Abbey Court via telephone (01634 338220) or email (office@abbeycourt.medway.sch.uk).

Signed: Date:

Name: (Block capitals)

Consent Form

For use of images of Staff, Volunteers and other adults in 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/press (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/press?	
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?	

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 reuse any images after this time. We cannot be responsible for an external person using this 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:

Telephone Number:

Name (in block capitals):