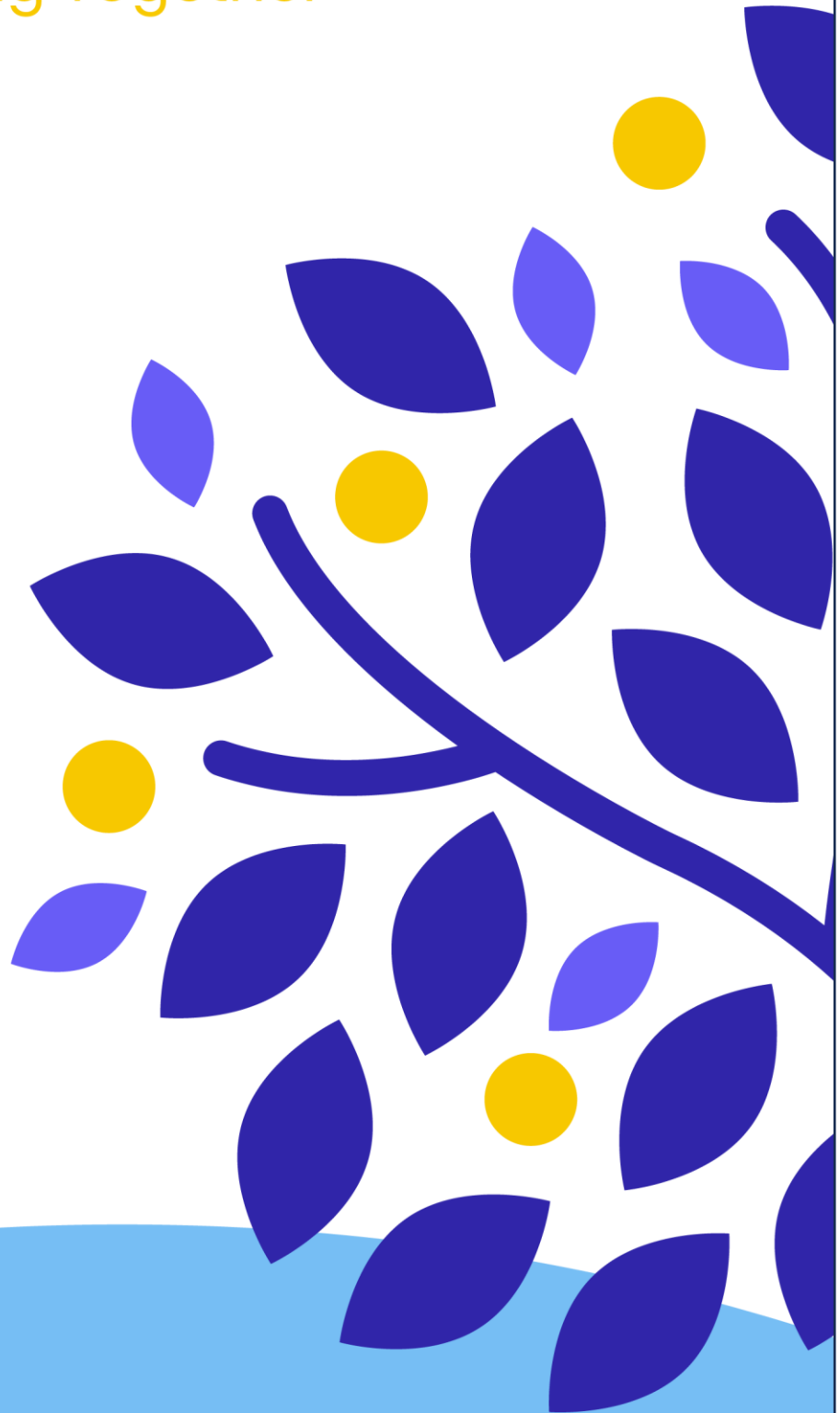




Learning Together,
Growing Together



Bywell CE (C) Junior School

Photography and Video

2023

This policy details the rules governing photography and recording videos at school, the distribution of these photographs, and their publication on the internet. It covers rules for staff, Governors, Parents/Carers and visitors to the school, and is founded on four main principles:

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.

Privacy.

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

Projecting the right image.

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

Sharing children's achievements.

It is natural for every Parent/Carer to want to share their children's activities with their friends and family. This school is keen to allow this as much as possible, whilst keeping this in balance with the first three principles.

Consent

When a child joins the school, their Parent/Carer is asked for consent for their child to appear in photos or videos on the school website. The school encourages all Parents/Carers to provide this consent, as it enables us to include all the children depictions of school life, but we recognise and respect the right to refuse this consent. Parents/Carers may withdraw consent at any time, or grant consent if they had previously declined.

School Website

The school endeavors to publish on the school website a selection of photos and videos of school events and general school life. Any material published to the school 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 or the children and staff involved.
4. It should not usually involve any child that left school more than one year ago.

Rule four is worth explaining in more detail. Most children are excited to see photos or videos of themselves on the school website. But as they get older, they are not always so enthusiastic about reminding themselves, or others, of their younger selves. The school will

therefore endeavor to remove older photos featuring children who have left the school some time ago in order to avoid any embarrassment or discomfort it may cause them.

Photos and videos intended for the school website should be taken by a member of school staff or another person with the permission of the Headteacher. These photos or videos must be approved by the Headteacher or Deputy Headteacher/Senior Leadership team prior to publication on the school website; the mechanism for doing this should be agreed between the Headteacher and photographer.

Rules for Parents/Carers/Governors.

Parents/Carers/Governors are permitted to take photographs and videos at designated events as long as they agree to the conditions in this policy.

These events include:

- Sports Days
- Productions
- Celebration assemblies (photos only – see note below)
- Class assemblies
- Showcasing of Learning Days
- Sport competitions

Note – Videos may not be taken at Celebration Assemblies because these regularly identify children by name.

If school events take place off school site, we kindly request that the same policy is followed as for events taking place in school.

At these events, photos or videos can only be taken at the location of the event, usually the school hall or the school sports field. Photos or videos may not be taken in classrooms without explicit authorisation from the Headteacher/Deputy Headteacher.

Photographs/videos should be taken only of Parents/Carers own children in the first instance. **If photos or videos will involve other children, this must only be done with expressed permission of other children's Parents/Carers.**

Governors may take photographs/videos at designated events which have been agreed with the Headteacher/Deputy Headteacher. **These must solely be for the purpose of executing their duties, adhere to the safeguarding rules in this policy and only with explicit permission of the Headteacher/Deputy Headteacher.**

Outside designated events

It is not permitted to use a camera, including on a mobile phone/tablet, on school premises **at any time** outside these designated events unless explicitly authorised by the Headteacher/Deputy Headteacher.

Distribution and publication of photos/videos.

Photos taken at these events are for your personal use only. They may be shared by email with friends and family and **must not** be published on any internet website if they contain any children other than their own. The reason for this restriction is that it is not possible for individual Parents/Carers to ensure all four safeguarding rules described previously in this policy are adhered to both at the time of publication, and later.

Withdrawal of permission.

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

Rules for staff.

- Staff may take photos and videos anywhere within the school for the purposes indicated in the Parent/Carer consent form.
- These may be published on the school website if they conform to the safeguarding rules in this policy.
- They may not be published on any other internet or social media site, except those that are used by the school website.
- Subject to Headteacher/Deputy Headteacher approval, photos and videos may be stored on secure, password-protected internet services for archival or transfer purposes.
- They may be stored on password-protected staff laptops.
- They should be deleted once they are no longer needed, or when the featured children have left the school.
- They may be shared with other members of staff by email to support teaching and learning work. They may not be shared with friends or family.
- School equipment must be used to take photographs. Members of staff who are also Parents/Carers/Governors are permitted to take photographs at school events under the terms described in 'rules for Parents/Carers/Governors'

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 in this policy.