



Photography and Video Policy

For use by all member schools

Version	Name	Date
Written By	Mr C Lees	Spring 2012
Approved FGB / Sub-Committee v 1.0	Mr N Holland FARCO	19 June 2012
Review v1.1	Angela Thompson	20th May 2014
EHT Approval	Jo Brinkley	Feb 2015
Review v1.2	Clive Lees, Chair SMCPA LGB Amanda Bury, Chair HPS LGB	Feb 2015 June 2015
Review v1.3	Julie Covill, Chair SMCPA LGB	Nov 2015
Review v1.4	Alison McHugh, SENCo	Nov 2016
Review v1.5	Clive Lees, Chair of Directors	May 2018
Review v1.6	Rob Taylor, Chair of FARCO	May 2019
Review v1.7	Rob Taylor, Chair of FARCO	June 2020
Review v1.8	Rob Taylor, Chair of FARCO	October 2021
Review v1.9	John Cliff, Chair of FARCO	January 2024

Photography and Video Policy

Introduction

The aim of this policy is to ensure the safety of children in connection with the use of photographic or video equipment, and to ensure that the taking, storing and use of photographic images and videos comply with the Data Protection Act 2018, Freedom of Information Act 2000 and the General Data Protection Regulations (GDPR).

There is a general expectation that mobile phones will not be used by staff, pupils or visitors within the school buildings, except for the situations described below, or with the permission of the Headteacher/Head of School.

Throughout this policy, references to photographs or being photographed include videos or the making of videos or any other type of image, digital or not, in any format.

This policy should be used in conjunction with the Data Protection Policy, E-Safety (Acceptable Use) Policy, and the External Communications Policy (which includes expectations of using video conferencing facilities).

Regarding being photographed, the following apply: -

Children: Upon enrolment to a Trust school, a child's parent, or other appropriate adult, will be asked to give permission that their child may be photographed for various purposes on behalf of the school or the Trust. Where consent is not received (which in the case of two parents - where both have parental responsibility - disagreeing over consent, has to be treated as if consent has not been given) the relevant school will endeavour not to take photographs of the child (see Guidance - 'Parental Permission'). Where permission is granted, photographing of children will be governed by this policy and the Bromley Safeguarding guidance referenced below.

Parental consent regarding the use of photographs can be withdrawn at any time by informing the school office in writing.

Staff: It is deemed that staff may feature in photographs in all reasonable circumstances relating to school life in the public interest. Staff who do not wish to be photographed have a right to withdraw by informing the relevant Headteacher/Head of School.

Regarding whom may take pictures, the following apply: -

Pupils: no pupil may take photographs on their own equipment whilst on school/Trust premises. Pupils may be allowed, subject to a teacher's discretion, to take photographs on their own equipment on trips/events etc. organised by a Trust school. In this scenario, staff should discuss a code of conduct regarding the taking of photographs with the children before the trip. Ultimately parents/carers are responsible for monitoring their child's use of cameras and subsequent use of the images involved.

Parents/Carers: generally, parents/carers must not take photographs on their own equipment within the school buildings. However, at the Headteacher's/Head of Schools discretion, parents/carers may take photographs in public spaces of school plays and similar events, but these must not be uploaded to the Internet or made publicly available.

Staff: staff must not take photographs on their own equipment (including mobile phones) except in exceptional circumstances and with good reason. In any event, images stored on personal equipment must be sent to the Trust at the earliest practical moment, and then immediately deleted from the device and from any back-ups such as cloud storage. Staff must be mindful of the vulnerable position in which they place themselves by using their own equipment.

It is expected that staff will use Trust equipment to take photographs regularly, but this must only be done with good reason, for example, to help deliver the curriculum or to record/celebrate children's achievements.

A minimal number of SLT staff (with prior authorisation/risk assessment) may use their personal mobile phones solely to allow uploading of information to promote the school's social media accounts.

Third parties: third parties must not, under any circumstances, take photographs on school/Trust premises without the express permission of the Headteacher or authorised person.

General guidance regarding the taking of, use and storing of photographs

- Best practice dictates that: If the photograph is used, avoid naming the pupil. If the pupil is named, avoid using their photograph.
- Ensure all children are appropriately dressed.
- Accidental/non-accidental injuries - it is not appropriate to take photographs of a pupil's injuries, as it may cause distress and humiliation. If appropriate, seek medical help and in the case of a suspected non-accidental injury contact Social Care as soon as possible.
- When photographic images taken by the school are transmitted or shared beyond the establishment, e.g. television broadcasts, images on intranet sites, newspapers, specific permission should be sought. Please note the publication of images taken by an external source cannot always be controlled by the school/Trust.
- Images are stored securely in an electronic format and used only by those authorised to do so.
- Photographs may be displayed around the school/Trust, in school/Trust documentation and the school/Trust website after a child has left the school for a maximum period of four years. If parents do not wish to have their photograph displayed in these scenarios once they have left, please advise the relevant school office.
- Photographs may be stored or used beyond this time frame for archiving purposes.

This policy is supported by the Bromley Safeguarding Board www.bromleysafeguarding.org

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