

COGNITA  
TEACHING EXCELLENCE



**DOWNSEND**  
SCHOOL

# **Safeguarding: Photographic Images & Filming Policy**

**September 2017**

### Video and Photography Policy

Photographs and video clips add colour, life and interest to school activities and initiatives and help the school community to identify and celebrate the School's achievements. We recognise that images must be used in a responsible and appropriate way. We respect young people's and adults' rights of privacy and are aware of child protection issues.

We recognise that there are risks involved in using photographs, images and video clips of children. Risks can be minimised by following the guidelines detailed in this policy.

### Data Protection Act

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. For this reason we require the consent of either the individual concerned or in the case of pupils, their parent or legal guardian before we can display these images in the media, in publications, on websites or in public places.

The School obtains permission from by asking parents to sign the Acceptance Form or agreeing to the Terms and Conditions in order to use photographs or images of the pupils for:

- ✓ Use in the School's promotional material such as the prospectus, the website or social media
- ✓ Press and media purposes
- ✓ Educational purposes as part of the curriculum or extra-curricular activities

Where parents indicate that permission is not provided, these images will not be used.

### Child Protection Issues

We will only attach names to photographs where parental consent has been received and where the photograph will be appropriately used by the school for legitimate purposes.

We will only permit the taking and use of images of children in suitable dress.

Should the school learn about the inappropriateness of any image use involving our pupils, we will immediately act and report it as we would for any other child protection issue.

### Images taken by adults other than school staff

The School allows parents to take videos and photographs of school events. Parents are informed that such photographs are for their own personal use.

However, if any image is taken by either a parent/carer or third party with a view to publication in the media or on social media, then the permission of the Headteacher must be obtained and parental consent received for each child in the picture.

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When any commercial photography is used for non-school purposes we will:

- ✓ Provide a clear brief and issue identification to the Photographer
- ✓ Obtain parental consent for the use of any photographs
- ✓ Not allow unsupervised access to children

The School Policy for the taking of photographs at school events should be displayed within the programme for such events.

### **Images taken by children**

The School encourages children to take photographs and videos of each other as a way of recording events and enhancing studies. This may take place in school, on school trips or on residential visits. The use of cameras within school, on trips or visits is part of the pleasure and the learning in the experience.

There is no reason why pupils should not be allowed to take photographs so long as anyone photographing respects the privacy of the person being photographed. This is viewed as part of the School's Code of Conduct and should be in accordance with the Mobile Devices Policy and Acceptable Use Agreement.

Infringement of this respect of privacy will be dealt with in the same way as any other breach of school discipline.