Lady Bay Primary School

Photography Policy

At Lady Bay Primary School we recognise that photography is a useful tool within school. Photographs and video clips add colour, life and interest to school lessons and activities, and help the school community to identify and celebrate the school's achievements. Photographs are often used as part of our learning, assessments and for displays in school and on the school website.

We recognise that images must be used in a responsible way, and we respect young people's and adult's rights of privacy, and we aware of our responsibility to safeguard the children in our care.

We also recognise that some parents or carers may want to take photographs / video of their own children participating in school events such as Sport's Day or Christmas Productions. We are, however, also aware of the parents or carers who may not want their children to be photographed and/or who may have concerns about the use of such images.

The use of photographs/videos taken in school is an increasingly complicated and sensitive area, as technology has now made it much easier for pictures and images to be used and distributed. It is therefore important that we take reasonable steps to ensure that pictures and images taken during the school day, or at school events are done so in a way that reflects the protective ethos of the school. In order to ensure that as far as possible the use of photography and video is used safely in school and in connection with school events, the advice provided below should be followed by all school employees, parents and carers.

For ease of reference, the following school photography definitions are provided:

- **School curriculum / internal use**
  Photographs / digital images taken for curricular use, displays in school, school trip records, school noticeboards and the school website, and/or for assessment purposes.
- **School publicity**
  Photographs / digital images used to help promote and publicise the success of the school through the school newsletter, website, prospectus, social media or in the press.
- **School events**
  Photographs/digital images, including video taken at school concerts, productions, sport's events, class treats, Dragon's Awards, and other themed or fundraising events organised by the school. Unobtrusive and sensitive photography will normally be permitted, though some restrictions may be necessary for reasons of safeguarding or out of respect for the rights and privacy of parents who have withheld consent or withdrawn consent for their child being photographed. In addition, video or sound recordings of musical or theatrical performances may be forbidden due to copyright.

- **School Photographer**
  Lady Bay Primary School fully complies with information legislation. For the full details on how we use your personal information please view our Privacy Notice on the school website at www.ladybay.notts.sch.uk or call 0115 9747001 if you are unable to access the internet.

Class, team and individual / family school photographs taken by a reputable local photographer and sold to parents. Parents are always advised of these events in advance, and have the right to request that their child is not included in the photographs.

Data Protection and the legal position

Photographs and video images of pupils and staff are classed as personal data under GDPR. To ensure correct identification of the children in our care, the school is allowed to process personal data, and we therefore include pupils photographs within our MIS (pupil information system, provided by Scholarpack, which is GDPR compliant, and a copy of their Privacy Notice can be obtained from the school office). The school also has a legal basis for using photographs for the purposes of assessment and curricular evidence.
Where photographs or images are used for publicity, celebration or other purposes, we require consent from the parent/carer.

At Lady Bay Primary School we will not display pupil images within school or on the school website without prior consent. Consent is requested via the Declaration of Consent for the use of Pupil Photographs/ images Form, which parents / carers will be asked to complete when their child starts to attend the school. Consent will be requested for the whole period that the child attends the school, but can be withdrawn at any time, by a written request to the School Business Manager. Once a child leaves the school, photographs will be removed from the displays / website.

Names

At Lady Bay Primary School we will often use images without naming the children shown, and we will only use first names of children included in the images used in and around school or on the school website, in Newsletters or on Social Media. Should there ever be the requirement to include full names with an image, eg by the local press, separate prior consent will be obtained from the parent / carer.

Use and storage of Photographs, videos and digital images

Photographs/images are not exchanged with anyone outside school or held for private use. Individual pupil photographs are stored on Scholarpack (see above Data Protection and the legal position) and destroyed 6 months after the pupil leaves the school. Staff are only permitted to take photographs or digital images for school purposes, and may only use school approved and purchased cameras or recording equipment. The use of personal mobile phones by staff to take digital images is not permitted. No staff nor other adults within school are permitted to take photographs of children in one-to-one situations or when children are in vulnerable situations, such as when they are upset or not appropriately dressed.
As part of specific curriculum events and on certain special occasions (e.g. at residentials) children may be permitted by staff to take photographs of each other. This will always be at the discretion of staff, who will intervene, if necessary, in order to prevent the taking of inappropriate images / video.

Should the school learn about any inappropriate use of images involving children, the school will take immediate and proportional action including, if judged necessary by staff in consultation with the Head Teacher, recording and reporting to the necessary authorities any incident which could raise child protection concerns.

Photography during School Events

While we recognise and will try to accommodate the wishes of family members to take photographs and video of their children or grandchildren during school events, we also recognise that the taking of photographs, videos and the increasing use of mobile phones to record images can prove very distracting to both the performers and others in the audience. It is also the responsibility of the school to ensure that we are compliant with safeguarding requirements at all times, and do not put at risk the safety of any vulnerable children. In addition, such events are likely to involve children whose parents/carers have withdrawn their consent for photography.

To minimise disturbance, and to ensure compliance with parent/carer consent and child protection concerns, the school will arrange for a member of staff to take photographs at school events, which will be posted on the school website. At events, Parents/Carers may be asked to refrain from recording images during the event, or invited to take photographs at an agreed time e.g. at the end of a production.

If parents/carers/family members wish to take photographs, videos or digital images with their own cameras the school requests that the following ground rules are adhered to:-

- Please follow requests from staff as to when and where you can safely take photographs from, and only of your own child.
- Please ensure that any and all images taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social media or openly shared in other ways.
- Please refrain from taking photographs /video if and when you are requested to do so by staff.

Use of mobile phones and cameras on school premises

We politely request that all parents / carers refrain from using their mobile phones and cameras when they are on school premises. Similarly, if you assisting on a school trip, please respect that children should only be photographed by school staff, using school equipment. If you need to make/ receive a personal call during the lunch break, please arrange with the staff member in charge to leave the group for a short period of time. Similarly, if you are volunteering in school, your mobile phone should be switched off, and only used off-site.

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Declaration of consent for the use of pupil photographs and images.

Lady Bay Primary School would like to use your child's image in photographs and / or videos displayed in and around school and on the school website or in social media for the purposes of publicising the excellent work and activities that take place within our school.

Under GDPR, we require your consent to use your child's image for anything that falls outside of our main purpose of Education and Safeguarding.

Please ensure you have read our Photography Policy, which details our guidelines for the use of photographs in and around school. Images will often be used un-names, or with first names only. Separate consent will be sought should full names ever be required to be shown alongside a photograph.

You have the right to withdraw consent at any time, by submitting your request in writing to the School Business Manager.
The school will ensure all photographs of your child are deleted/ removed from public view in and around school shortly after your child has left the school.

☐ I consent to my child's image being used in and around school, in places that might be seen by visitors – either un-named or with first name only.

☐ I consent to my child's image being used on the school website – either un-named or with first name only.

☐ I consent to my child's image being used on the school social media accounts – either un-named or with first name only.

☐ I consent to my child's image being used in emails to other parents with children in the same class / year group – either un-named or with first name only.

☐ I do not consent to my child's image being used in and around school, on the school website or in emails to other parents – either un-named or with first name only.

Child's name …….

Parents name ……

Signed ……Date……

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