

Elevate
USE OF PHOTOGRAPHIC AND VIDEO IMAGES OF
CHILDREN POLICY

Policy Type	
Adopted by	Trustees
Chair	Rev Nigel Sinclair
Date	16.07.2018
To be reviewed	07.2021
On Website	

There will be occasions during the school year where parents/carers and the Academy will wish to take photographs or make a video recording of their child/children taking part in an Academy activity.

These activities may include assemblies, Academy performances, sports days, educational visits, the daily life of the Academy.

These images may be used for use in the local media.

In order for Elevate to ensure that as far as possible parents/carers and Academies use of photography and video is safe we will:

When a child is admitted to an Academy issue parent/carers with a letter and consent form (**Appendix 1**) giving written permission for photographs to be taken of their child/children while in the Academy or involved in Academy activities. This policy and consent will cover the whole of the pupil's life at Elevate and their Academy.

The Academy will not use photographs or videos of children who are no longer pupils at the Academy, unless separate specific consent has been obtained to cover the intended use. The Academy will at all times consider the need to revisit the consent in the event of a child's circumstances changing.

News media: Photography or filming will only take place with the permission of the Head teacher and under the supervision of a member of staff. When filming or photography is carried out by the news media, children will only be named if there is particular reason to do so (e.g. they have won a prize). Only images that show the Academy and children in a positive light will be used by the local media.

Display/publicity: Photographs may be taken by photographers acting on behalf of the Academy for use in displays and publicity material.

Website: Images may be used for Elevate's or the Academy's own purpose, including the Academy website (any pictures used in this way will not identify children in any way).

Elevate recognises that there may be circumstances, falling outside the normal day to day activities of the Academy, in which pictures of children are requested. The Academy recognises that in such circumstances specific consent from the parent/carer will be required before the Academy can permit photography or filming of children (**Appendix 2**).

GUIDELINES AND CONSIDERATIONS WHEN TAKING IMAGES OF CHILDREN:

When considering the use of images of children, the Academy will ensure that:

- (i) Where the subject allows for such discretion, close up pictures of individual children will be avoided and instead general shots of classroom or group activities taken;

- (ii) Where possible only images of children in suitable dress (e.g. school uniform) will be taken. Even in a sports context, where practical, photographic/video images of children in PE or swimming gear will be avoided;
- (iii) When a photograph or video image of a child is used, the child's name **will not normally** accompany the photograph/image in a caption or any accompanying text. If the child is named then explicit approval will be obtained from the parent / carer through the completion of the consent form at Appendix 2. (Please also see section entitled "Use of Images of Children by the Press");
- (iv) When a child is named (for whatever, agreed reason), in any text which is published or on the Academy's website, a photograph/image of the child will not appear with the text. Images accompanied by personal information, such as the name of a child and their hobby, could be used to learn more about a child prior to grooming them for abuse;
- (v) No details of home telephone numbers, e-mail or home addresses are given;
- (vi) Photographic sessions outside the Academy/Academy event or at a child's home are not permitted;
- (vii) Where children/parents wish their name to be associated with an image (e.g. if the subject matter is such that it reflects well on them or their Academy) the Academy will seek additional parental/legal guardian permission for the child to be named using the form attached at **Appendix 2**.

PARENTAL RIGHT TO TAKE PHOTOGRAPHS :

Parents are not covered by the Data Protection Act if they are taking photographs or making a video recording for their own private use. The Act does not, therefore, stop parents from taking photographs or making video recordings at Academy events, such as nativity plays. However, the Academy reserves the right to refuse parents this opportunity for health and safety reasons, such as the use of excessive flashlight, bulky or noisy equipment.

Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of an Academy event). Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film. Without this consent the Data Protection Act would be breached.

If the Academy itself records the Academy play etc. so it can sell the recordings to parents, then it will comply with the requirements of the Data Protection Act.

Parents are asked not to publish any photographs or videos on social media.

USING PHOTOGRAPHS AND IMAGES OF CHILDREN SUPPLIED BY A THIRD PARTY:

Elevate recognises that copyright exists in photographs/video images and this copyright generally rests with the photographer/video maker.

Before using any image supplied by a third party, the Academy will ensure that it checks that the third party owns the copyright and permission is given in writing by the individual(s) to use the photograph/image.

A third party who provides such photographs/images will be asked to confirm in writing that they have the express consent of the parent/legal guardian to use the said photograph / image.

USE OF IMAGES OF CHILDREN BY THE PRESS:

There may be occasions where the press take photographs at the Academy of children. The press enjoy special rights under the Data Protection Act, which permit them to publish material for journalistic purposes.

Generally, parents and relatives take pride in “press cuttings” which picture and perhaps also name their children and for most, this outweighs any fears about this information being misused. However, some parents do object to the publication in the press of information about and images of their children. As a result the Academy will ensure that the consent of parents is sought prior to giving the press access to children. The standard consent form attached **Appendix 1** to this policy document covers this area. **Where a child is named then explicit consent will be secured using the form at Appendix 2.**

The manner in which the press use images is controlled through relevant industry codes of practice as well as the law. In this way a check is put on the potential improper use of images of children by the press. The Academy will ensure that it politely checks that broadcasters and press photographers who may be on the Academy premises are aware of the sensitivity involved in detailed captioning, one to one interviews, and close or sports photography.

USE OF PROFESSIONAL PHOTOGRAPHERS:

The Academy will ensure that any professional photographer engaged to record an Academy event is prepared to work according to the terms of this policy document and the following guidelines:

- (i) In the context of Data Protection legislation, the photographer will be considered as a “Data Processor” and any agreement with them will be in accordance with the Data Protection Act;
- (ii) Photographers will only be used if they guarantee to act appropriately to prevent unauthorised or unlawful processing and against accidental loss or destruction of, or damage to, the personal data including photographs;
- (iii) Photographers will be asked to sign up to an agreement with the Academy which will include:
 - Compliance with the Data Protection Act (most professional photographers will be aware of these requirements) and GDPR.
 - That material may only be used for the Academy’s own purposes and that permission has not been given to use the photographs for any other purpose.

CLOSE CIRCUIT TELEVISION (CCTV)

CCTV may be used in Trust premises for a variety of uses including:

- (i) As a method of controlling access;
- (ii) An aid to site management in monitoring incorrect parking, manoeuvring vehicles, delivery arrivals etc.;
- (iii) Pupil behaviour issues/bullying. As a behavioural tool during breaks and lunch times it can be used to identify hot spots of inappropriate behaviour. It may also be used to monitor within the building, corridors and areas out of sight or not frequently trafficked by staff;

- (iv) To monitor site safety and security;
- (v) As an effective deterrent for crime and as a means of crime reduction and discouraging trespass.

The use of CCTV within Elevate will be in accordance guidance issued by the Information Commissioner - CCTV Code of Practice 2008:

<https://ico.org.uk/media/1542/cctv-code-of-practice.pdf>

Appendix 1

Insert School Academy Name

Consent Form For Photography and Images of Children

Dear Parent or Carer

During your child's life at ***insert name of Academy*** (the Academy) we may wish to take photographs of activities that involve your child. The photographs may be used for displays, publications and on a web-site by us or organisations to which we are affiliated for example the Diocese or the local newspapers.

Photography or filming will only take place with the permission of the Head teacher and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named if there is a particular reason to do so (e.g. they have won a prize), and home addresses will never be given out. Images that might cause embarrassment or distress will not be used nor will images be associated with material on issues that are sensitive.

Before taking any photographs of your child, we need your permission. Please answer the questions below, sign and date the form and return it to the Academy. You can ask to see images of your child held by the establishment.

You may withdraw your consent at any time.

Name of child (Block Capitals) :	
Child's current form and year group:	
Name of person responsible for the child:	
I understand that: <ul style="list-style-type: none"> the local media may take images of activities that show the Academy and children in a positive light e.g. pictures of new starters, drama and musical performances, sports and prize giving; photographers acting on behalf of the Academy may take images for use in displays, in publications or on a website; embarrassing or distressing images will not be used; the images will not be associated with distressing or sensitive issues; and will regularly review and delete unwanted material. 	
Having read the above statement, do you give your consent for photographs and other images to be taken and used? (please tick the appropriate box)	YES, I give my consent for pictures to be taken and used
	NO, I do not give my permission for pictures to be taken and used

Signature of person responsible for the child (<i>electronic signature where applicable</i>):	
Relationship to the child:	
Date (Date/Month/Year):	

NB There may be other circumstances, falling outside the normal day to day activities of the school, in which pictures of children are requested. We recognise that in such circumstances specific consent from parent or guardian will be required before photography or filming of children can be permitted.

If you wish to attend Academy functions and take photographs of your and other people’s children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events. Please do not publish any photographs or videos on social media.

Thank you.

Please return the form to: ***insert name of responsible individual and school/academy name and address***

Appendix 2

Insert School Academy Name

Consent Form for Photographic Images of Children not Covered by Generic Consent

To Name of parent or guardian:

Name of child

Establishment:

Address:

Project Description:

(Statement should include description, circulation, timescale, access, agencies involved, copyright of material).

To the parent

Please circle

May we use your child's images in the above project?

Yes / No

Signature*:

Date:

**electronic signature where applicable*

Please return this form to: ***insert name of responsible individual and school/academy name and address***

You may withdraw your consent at any time.