



## **PHOTOGRAPHS AND FILMED IMAGES**

### **POLICY**

### **FOR SCHOOLS WITHIN**

## **THE KEYS FEDERATION ACADEMY TRUST**

**St. Peter's C. of E. Primary School, Hindley  
Hindley Green Community Primary School  
St. John's C. of E. Primary School, Hindley Green  
St. John's C. of E. Primary School, Abram**



September 2018

## **THE KEYS FEDERATION ACADEMY TRUST**

Policy on using photographs and filmed images of people in schools revised during the Autumn Term 2018.

### **1 Introduction**

This policy is about the use of images of people. The policy refers to both, still or moving images. The policy applies equally to film and digital cameras, webcams, and camera phones.

### **2 Consent**

Under General Data Protection Regulations, Parents/Carers are asked if they give their permission for photography when children enter school. If they wish to amend information in between these times it is the parents/carers responsibility to notify the school of this.

The consent form is divided into sections, covering different purposes including websites. It allows parents/carers to choose which uses they consent to and a child will not be photographed until the school receives a signed consent form from the child's parents/carers.

### **3 Press Photographers and Public Relations**

When the press are invited to attend a school event, it will be agreed in advance that they will identify themselves, and respect the wishes if someone objects to having their picture taken.

A draft agreement is available in Appendix 1.

Where the press are invited into a school, the school is responsible for ensuring that they have consent from parents/carers for children to be photographed. First names will only be used on photographs of children.

The only exception to this is that full names will be used on the Earwig portfolio system.

### **4 Consent**

- Children have the same right to refuse photography as adults.
- Parents/carers will be informed wherever possible when images are to be recorded – the schools will not record images of children where the child consents and the parents do not. If photographs are taken which are not covered by the consent form, and it is impossible to gain parental consent at the time, the schools will obtain consent from parents before the photographs are used for any reason.
- Children will only be photographed or filmed in appropriate clothing and settings. Pictures in gymnastic or swimwear will not be taken unless the photographer has the permission of the child's parents.

### **5 Re-using and Sharing Images**

Images will not be used for anything other than purposes covered on the consent form. If exceptions arise, the parents/carers will be contacted directly prior to the event.

### **6 Copyright**

If the schools employ a photographer to take images on the school's behalf, the school will, wherever possible, own the rights and retain copyright when the assignment is completed. Schools will not agree to photographers from outside the school retaining copyright for images taken of schoolchildren, and negatives will be returned to the schools or destroyed once the images have been developed and supplied.

Staff will take all reasonable steps to ensure that images taken in schools are not subsequently used or misused in a way that would offend or upset the people in those images.

### **7 Images taken by teachers and other staff**

Images taken by staff on behalf of the schools belong to the schools. These images should be taken on school equipment.

Staff will not take photographs of children for their own purposes or on personal equipment.

### **8 Invited / End of Year Photographers**

Before allowing photographers into schools, staff will ensure their suitability to take pictures of children. Anyone invited to a school to take photographs for sale to parents/carers will be subject to a DBS check. Photographers will also comply with General Data Protection Regulations. The schools do not own the pictures themselves. Any contract or agreement will be between the photographer and parents who are buying the pictures. The photographer will provide an agreement explaining who owns copyright on the images and what will happen to the negatives and making clear whether he / she wants to make any other use of the images. The schools will be clear that they do not own copyright on the pictures, and that the pictures are not part of the official educational record. The schools are venues for a transaction between parents and photographers.

### **9 Mobile Camera phones/I-pads**

Personal camera phones/I-pads must not be used in schools as cameras by children, staff and visitors.

### **10 Use of cameras and camera phones in changing rooms and toilets**

The use of cameras, camera phones or image recording devices of any kind is prohibited in the toilets or changing rooms in any part of the school buildings or facility.

### **11 School events, concerts and plays**

Parents and relatives are legally entitled to photograph or film concerts and events. Consent is not a legal requirement, as long as images are for private or home use. The information poster attached as appendix 2 will be displayed at all school events, concerts and plays. The schools' consent form will address the issue of photographs at school events.

### **12 CCTV**

Schools will always use signs to indicate that CCTV cameras are in place. CCTV cameras will never be used in toilets or changing facilities.

This policy was reviewed with due regard to the Equality Act 2010 during the Autumn Term 2018 and Directors are aware of its contents.

*S. Bruton*  
CEO

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### **Notes for press photographers attending school events**

The General Data Protection Regulations gives people the right to be told who is using their personal data, and what will happen to it. It also gives them the right to refuse to allow some information about themselves to be used without their permission. Photographs, especially close-up photographs which clearly identify an individual person, are considered to be personal data.

Members of the press are covered by an exemption called the “Special Purposes Exemption”, which allows them to use information without permission in some circumstances. However, this exemption only applies where it would be impossible and unreasonable to follow the normal procedures for gathering and using personal information.

**Press photographers do not need to ask for permission when taking pictures of large crowds, or of participants in a public ceremony like a prize-giving event, unveiling or speech.**

Schools within The Keys Federation Academy Trust do not wish to restrict or prevent press access to events. However, we do expect press photographers to abide by these rules, to ensure that photographs are used properly. If images of people are used unfairly, or in ways which cause offence or upset, it will damage the reputation of both the schools and the news organisation concerned.

#### **Rules**

- **Photographers should wear an identifying badge or sticker so that people, especially parents, know that they are taking pictures for the press**
- **When taking close-up photographs of children, you must check with their parents before doing so**
- **When taking photographs of small, identifiable groups, you should explain what you are doing, and give people who do not wish to be photographed the opportunity to move out of shot**
- **If a person objects to a photograph that has already been taken, the photographer should respect their wishes and not use it**
- **Only first names of children should be published**

**These rules amount to little more than ordinary courtesy. The schools wish to ensure that press photographers can attend school events without causing offence or upset to children or their parents.**

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### **PHOTOGRAPHY**

**It is entirely reasonable that parents and families will want to have a photographic record of a child's time at school but staff and Directors have an overriding responsibility for child protection.**

**You may take photographs and/or video at today's event but only for personal, family use. Photographs or videos must not be published in any way neither in print nor on social networks sites, such as Facebook, on the internet.**

**Please observe these rules and avoid us having to ban photography completely, but if any photographs or videos are posted on sites and/or used inappropriately, we will take very serious and immediate action.**

**Thank you for your support in this matter.**