



Mr D Richardson
Head Teacher

SUNNYFIELDS PRIMARY SCHOOL

Rose Crescent
Scawthorpe
Doncaster
DN5 9EW

Mr M Hobbs
Chair of Governors

Photography and Filming Policy

SUNNY SIX



COMMUNICATE



INDEPENDENCE



RESILIENCE



CREATIVE



PROBLEM
SOLVER



TEAMWORK

Person responsible for policy	David Richardson
Approved by	Governing Body
Role	Headteacher
Date	17/04/2018
To be reviewed	April 2019

Photography and Filming Policy

2018-19

Principles

This policy details the rules governing photography and recording videos at Sunnyfields Primary School, the distribution of these photos & videos, & their publication on the internet. Taking photographs and video images of children's achievements and activities is a wonderful way of capturing a memory and promoting successes. This policy document explains, in detail, the school's requirement to obtain parental permission (where necessary) while taking such images and the safeguards in place to ensure anonymity (wherever possible) in their usage.

The policy covers the rules for staff, governors, parents, carers, visitors and wider family members, and is founded on four main principles:

1. Safety

The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at school.

2. Privacy

We believe that every child & parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at school.

3. Projecting the Right Image

Photographs taken at school should not cause embarrassment to the school, the children or the staff.

4. Sharing Children's Achievements

It is natural for every parent to want to share their children's activities and achievements at school with their friends & family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles. Parents and carers are reminded at every school event about expectations regarding the use of photos: they are for personal use and not to be published on social media.

Consent

When a child joins the school, their parent or carer is asked for consent for the child to appear in photos used by the school (and in the local press). The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school

life, but we respect the right to refuse consent. Parents may, in writing to the Headteacher, withdraw consent at any time, or grant consent if they had previously declined.

School Website and Social Media

Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent/carer has not given consent.
2. It must not offer any means of identifying a child by their full name. (First name and surname)
3. It must not in any way embarrass the school, children or staff involved.

Photos & videos intended for the school website should be taken either by a member of staff, or another person (typically a governor or parent) authorised by the Headteacher.

Any material published to the school's Twitter page must be assessed to ensure it meets the following safeguarding rules:

1. It must not offer any means of identifying a child by name.
2. It must not in any way embarrass the school, children or staff.

All material to be posted on the school's Twitter page will be reviewed by the Head Teacher.

School Events and Parents and Carers

Parents/carers are permitted to take photographs and record videos at school events, as long as they agree to the conditions described in this policy.

For example:

Christmas/Nativity Plays

Sports Day

Summer Fair

Y6 Leavers' Assembly

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports day, it includes the field. Reminders will be given at the start of any event with visitors, regarding the use of photography and filming.

It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the Headteacher. Parents cannot use cameras when helping on school trips to take pictures of children. Photos of staff should only be taken when they are in a picture with other children such as giving a speech, or unavoidably such as conducting the choir. Pictures of staff other than these situations **MUST NOT** be taken.

If a parent does not want their child to be photographed, options will be discussed with the parents and they do have the right to withdraw their child from an event, (children would be then accommodated elsewhere within school). Options have to be manageable by the school, and could include for example, wearing a mask in a play if appropriate or having a role behind the scenes.

Parents who do not wish their child to be photographed will be invited to meet with the class teacher at the beginning of term to inform the teacher directly of their wishes.

Outside Designated Events

It is not permitted to use a camera on school premises **at any time** outside these designated events except for events where parents have the supervision of their child eg. the school fayres, or unless explicitly authorised by the Headteacher.

Distribution and Publication of Photos and Videos

Photos taken at these events (of children and/or staff) are for your parents and carers' personal use only. They **must not** be published on **any** internet website. This includes Facebook, Twitter, Instagram, YouTube and all other social media sites. The reason for this restriction is that it is not possible for individual parents to ensure that all three of the safeguarding rules described above are adhered to at both the time of publication, and later. Reminders will be given at the start of any event with visitors, regarding the use of photography and filming.

Withdrawal of Permission

The expectation is that parents will cooperate with this policy as it is not reasonable for the school to 'police' every event. However, if it is drawn to the school's notice that there is failure to adhere to these conditions, this may, at the discretion of the Headteacher, lead to withdrawal of permission to use a camera at future events. The Headteacher may also refer the matter to the Police.

External Photographers

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the Headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.

Rules for Pupils

Pupils must not take any photographs or video on the school site using personal cameras at any time unless explicitly authorised by the Headteacher. Pupils may take photos or video using school equipment under the supervision of staff or other authorised persons.

Pupils must not upload any photographs taken within the school premises (school buildings, playground, field, etc.) on to the internet or any social media sites, e.g. Facebook, Twitter, Instagram, YouTube, etc.

Rules for Staff

Staff may take photos and video anywhere within the school for the purposes indicated on the parental consent form. These may be published on the school website or Twitter page if they conform to the safeguarding rules described above. They may not be published on any other internet or non-school approved social media site. They may be shared with other members of staff by email to support teaching work. They may not be shared with friends & family.

The school cameras should be used to take photographs where possible. Staff will not use personal cameras (digital or otherwise) or any other device that can capture images, for taking and transferring images of pupils or staff without permission from the Headteacher and will not store images at home.

Members of staff who are also parents/carers of children at the school are permitted to take photographs at school events under the terms described in 'Rules for parents, carers/guardians and governors'.

Scope

This policy does not apply to events such as the school fayres, which are classed as public events.

Note. For the purposes of this policy, 'camera' refers to any device that can take images, eg. mobile phone, iPad, tablet, etc.

Tel: 01302 780386

Fax: 01302 783765

office@sunnyfields.doncaster.sch.uk

www.sunnyfields.doncaster.sch.uk

Respect Challenge Enquiring minds Confidence