



Photographs & Video Recording Policy

Policy Reviewed: Autumn 2018

Agreed by Governors:

Next Review:

Headteachers' Signature:

SM. Robson

Chair of Governors:

C. James

Statement of intent

At **Holley Park Academy**, we use imagery and videos for a variety of purposes, including prospectuses, display boards, educational purposes, conferences and the school website. We understand that parents may also wish to take videos or photos of their children participating in school events for personal use.

Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the Data Protection Act 1998, the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The school has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the school with regard to pupils' safety.

In order to ensure that, as far as possible, the use of photography and video is used safely at all times, the policy provided below should be followed. This policy is applicable to all forms of visual media, including film, print, video, DVD and websites.

At Holley Park Academy, at the beginning of each academic year, photographic permission letters are issued to all children. The permissions gained will remain in force until the beginning of the next academic year, or written instruction by a parent retracting already obtained permission, is obtained.

Any child not returning a permission slip, or a permission slip which is returned with a negative reply, will lead to that child being excluded from general photography in school and may necessitate a restriction of parental photography at events such as assemblies*.

*See section 4 Parental Photography

Definition

The terms photo / photograph / photography / photographic used throughout this document refer to any still and moving images that have been recorded either digitally or on film.

Holley Park Academy's photography policy has been drawn up in accordance with data protection and human rights legislation using Sunderland City Council's Guidance Document as the main source.

Curricular Uses of Photographs

Photographs taken for curricular, assessment, security, registration, training and development or travel reasons will not be used for any other purpose.

Photographs for use in these situations may be taken and used even if a parent has refused permission for general photographs to be taken.

General Photography

The term general photograph refers to all instances of photography that do not fall under Curricular uses. All photographs in this category must be suitable for purpose and not show any circumstances that may cause embarrassment or be deemed compromising.

1. School Trips

Photography by staff on school trips and visits may be used in the curriculum and displayed within the school or at parents' evenings to illustrate the work of the school unless specific objections have been raised by a parent. Parents will be informed at the beginning of the year that photography of trips will take place and be given an opportunity to have their child excluded from such photographs.

2. Photographs Taken By Children

As the school embraces the digital age, photography by children in support of their work will become more prevalent. The photographs taken by the children are subject to the same restrictions as those taken by adults and must be stored accordingly.

3. Publicising The School

Publicity photography is helpful in publicising the success of the school and in promoting educational initiatives. From time to time members of the press and media are invited into schools to cover events celebrating success.

However, the views of parents who, for any reason, do not wish their children to appear in such photographs will be respected at all times, with permission being sought before any such material is used.

4. Parental Photography

If photography is permitted, parents and guests should take care to avoid distracting pupils and the audience and should observe any constraints imposed by school staff. Video or sound recording

of a copyright musical or theatrical performance is normally forbidden and photography may also be restricted for reasons of child protection or out of respect for the rights and privacy of individuals. If so, photography opportunities will, instead, be arranged before or after a performance or an event, if possible. If parents are unsure whether or not permission has been given by staff to record a particular performance or event, parents should ask the Headteacher.

6. School Photographer

Photographs taken by a visiting professional are annual school events. Parents will be asked in advance whether or not they wish their children to be included in these events. The school will ensure that only reputable commercial photographers are involved and recognise that the law allows them to retain the copyright in the photographs.

7. Storage and Retention of Photographs

Photographs should be stored only in the following locations:

□ The Photograph file in Staff Share

Under normal circumstances no photographs should be stored on classroom machines or in any other location. If photographs have to be stored in other locations, to facilitate completion of work, they must be deleted immediately the work is completed.

Photos that are stored should be in a folder that is dated and named to enable easy identification e.g. Football Team Photos 2011 to 2012

Photographs will normally only be retained for the school year that they pertain to. At the end of a school year photo storage files will be deleted. Exceptions will be made for photographs that are being retained to provide an archive, showing the history of the school, or any ongoing project that requires the retention of photographs - storage of these photos will be on the designated drives or CD / DVD disk.

8. Photographs and the Internet

Through our website we seek to promote our school. Photographs containing children will only be posted to our website after permission has been gained, in the form of completed reply slips, from parents. All completed reply slips are kept by the class teacher and names of any children who are not to be photographed or displayed on the website should be given to the ICT coordinator and office staff.

Photographs that are posted to the internet must be suitable and not show any child in a compromising or potentially embarrassing situation.

If photographs are used on the internet no names must be used on the page containing the photographs that could potentially identify the children.