

PHOTOGRAPH, FILM AND MEDIA POLICY

Updated January 2023



This policy relates to photography, moving and still images and their use, distribution and publication by school, pupils and parents.

1. Introduction

- 1.1. Photographic images (still and moving) are useful teaching aids and are of significant value in recording educational visits and achievements as well as general school activities.
- 1.2. Images of pupils add colour, life and interest as records of school activities and initiatives.
- 1.3. Making use of images in school publicity materials can increase pupil motivation and staff morale. They can also help parents and the local community identify and celebrate the school's achievements.
- 1.4. All schools need and welcome positive publicity, whilst also respecting young people's, parents and staff's right to privacy and managing the potential of child protection issues.

2. General Principles

- 2.1. We will use images of children, but only in a responsible way.
- 2.2. We are aware of potential child protection issues, through information supplied to the school, and will ensure these issues take primacy over all other considerations.
- 2.3. We may publish images of groups of pupils or of unnamed individuals.
- 2.4. We will not publish any individual images of pupils together with their names, without specific parental consent.
- 2.5. We will respect young people's and parents' rights of privacy.
- 2.6. We will only use images of children who are suitably dressed, to reduce the risk of such images being used inappropriately.

3. Definitions

- 3.1. Photograph includes any image or images captured digitally, on film or by any other means; it includes moving and still images.
- 3.2. Photograph in this policy means any recorded image of a person or persons in such a way that they can be recognised.
- 3.3. Publish means released or made available to the media or to the general public, by hard copy, electronic or any other means including social media.
- 3.4. Publish in this policy does not include the display of images in areas of the school that are not open to the general public, such as classrooms and areas of the building within the secure entrance doors.
- 3.5. Parents are deemed to be those who hold parental responsibility, are the principle carers for pupils and those who hold these responsibilities in loco parentis, such as Foster Carers.

4. Consent Forms

- 4.1. Parents of all pupils will be asked to complete and sign a general consent form, giving permission for images of their child to be taken and used in accordance with this policy.
- 4.2. This consent will be valid whilst the child attends Arno Vale Junior School or until consent is withdrawn.
- 4.3. Parents will also be asked to indicate if they are happy for such photographs to be kept as part of the historical record of the school, even after the child has left the school.
- 4.4. Should circumstances arise where a photograph is to be published outside this general policy, for example in such a way that the child can be identified by name, parents will be asked to complete and sign a specific consent form.
- 4.5. Copies of the consent forms are appended to this policy and form part of it.

5. Images relating to learning

- 5.1. Parents and other spectators may want to photograph performances and events that take place at school. This is a valuable part of school life and can be rewarding for all involved.
- 5.2. Because the school cannot guarantee that parents or other spectators will not publish photographs of a school performance or event without obtaining general or specific consent, parents or guardians who do not wish such photographs to be taken must specifically request that their child does not take part in such events or performances.
- 5.3. The school reserves the right to control and if appropriate direct when and how photographs may be taken at an event or performance and request that they are not published, including on social media, so that the anonymity of vulnerable pupils can be protected.
- 5.4. School staff will not be permitted to take images on personal devices for safeguarding reasons.
- 5.5. Education providers and agencies working with the school may only take images with prior consent in line with the principles in this policy.
- 5.6. School website safety: Where pupils are named only their first name is given; where a pupil is named, no image of that pupil is displayed. Where an image is used which shows a pupil, no name is used, in order that names cannot be linked to images. School will seek permissions before publishing images of pupils on the 'Specific Consent' form. No other private information will be published on the website.

6. Pupils recording images

- 6.1. Photographs taken with school equipment as part of a curricular activity will be used only in accordance with this policy.
- 6.2. There may be other occasions when pupils will take photographs of other pupils; the school will only publish or use such images in accordance with this policy.
- 6.3. If a pupil takes an inappropriate image of another pupil and uses or publishes an image in an inappropriate way, this will be dealt with under existing discipline and bullying policies. This includes 'youth produced sexual imagery' ('sexting'). Online safety is part of the education of pupils.
- 6.4. Children should not take photographs with their own equipment on the school site. If, with prior agreement with the class teacher, a child brings in a mobile phone to school for safeguarding reasons, the device must be handed over to the teacher at the start of the day and retrieved at the end of the day. At no time must the device be used to take photographs on the school premises.

7. Complaints

- 7.1. Any person wishing to raise concerns or make a complaint under this policy should initially speak to the appropriate Teacher or Head Teacher.

- 7.2. Complaints which cannot be informally resolved by contacting a Teacher or Head Teacher should be submitted in writing to the Chair of the Governing Body of the appropriate school and will be dealt with under the existing complaint procedures.