



PHOTOS, VIDEOS AND DISPLAY BOARD USE POLICY

Reviewed by:	The Executive Team
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Date Approved:	12 February 2025
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Review Frequency:	Every 2 Years
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Next Review Date:	February 2027
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Use of Photos, Videos and Display Boards Policy

Campfire Education Trust and its schools are committed to safeguarding all pupils in its care, and all employees, governors and volunteers.

Photographs/Videos for official use across the trust

Under the Data Protection Act 2018 and the UK General Data Protection Regulations (UK GDPR), it is necessary to have a 'lawful basis' (legal reason) for processing personal data.

Some photos fall under the 'public task' of providing education to our pupils. For example, photos held on the school Management Information Systems, medical records, evidence for curriculum purposes and internal display boards.

Where photos fall outside the scope of 'public task', the trust will seek consent from parents/carers, employees, governors, and volunteers to use photographs or video footage. This will include:

- Websites and other promotional materials across the trust
- For use in marketing material (prospectus)
- Newsletters
- Media use (local/national newspaper)

Parents/carers will be asked to complete a consent form when their child starts at a school within the Trust and then on an annual basis for the duration of their child's time on role. Once their child has left the school, the most recent form will be disposed of in accordance with the Trust's Records Management Policy and Record Retention Schedule.

Parents/carers can change their mind at any time and withdraw consent by asking for another form, completing it and returning it to the school office for processing. At this time the previous form will be given back to the parent/carer for disposal to ensure that only one form is on file, and so preventing the use of the wrong form. If consent is withdrawn, the school will endeavour to delete all photographs or videos held by the trust that are covered under 'consent'.

The Trust will not display photos of pupils with names unless additional written consent has been sought. Where there are safeguarding issues around a pupil, photos will not be used without prior approval and written consent from the relevant authorities involved.

Employees, governors, trustees and volunteers will also be asked to complete a consent form when they start at the Trust and then on an annual basis.

Photographs/Videos taken by parents/carers

When parents/carers take photos or videos at any function run by the Trust, for example, school performances, these are classed as being for personal use and therefore will not be subject to the UK GDPR.

Parents/carers will however be asked not to share or publish images on social media or elsewhere online for potential safeguarding reasons.

Photographs/Videos taken by school photographers/journalists

The photographer will officially own the photos they have taken, but they will only be able to use these photos for the specific purposes that parents and/or pupils consented to on the completed, signed consent form. School photographers provide a signed declaration confirming that this is the case.

If the photographer/journalist wishes to subsequently use photos for purposes not initially consented to, they will need consent from the parent/carer to allow the specific use of the photo(s). The Trust **cannot** give consent on the behalf of pupils/parents.

Display Boards / Notice Boards / Staffroom / Walls across the Trust

The following personal data of pupils, employees, governors, trustees and volunteers will not be on general display around the trust. This includes but is not limited to:

- Names
- Personal telephone numbers
- Addresses
- Medical conditions

Medical conditions

Where a child has a medical condition or food intolerance that our team need to be aware of to keep them safe, we will display these so that only authorised persons can see them.

This will include: photo, first name, medical condition and emergency action as appropriate.

Unless we have permission to leave them on display permanently these will be covered out of school hours.

Information that may be required in an emergency will be kept in a secure area where it is only available to persons that need to access it. Trust staff will ensure that any emergency information is provided only to the person(s) that need it to carry out their role within the school and will ensure that this is only given out to anyone who has read the trusts data protection policy and returned the signed declaration.

Consent form for taking and using photos or videos - pupil



Child's name:

School:

Date:

Dear Parent/Carer

Throughout the Trust, schools sometimes take photographs or videos of pupils.

Some photos are used to safely deliver education to your child, others are discretionary for example, websites and other promotional materials across the Trust, marketing material (prospectus), newsletters and for local/national newspapers.

We would like your consent to take discretionary photos or videos of your child and use them in the ways described above. If you're not happy for us to do this, that's no problem – we will accommodate your preferences.

Please tick the relevant box(es) in relation to the questions below and return this form to school.

	photos	videos
I am happy for the school to take photos or videos of my child.	☐	☐
I am happy for photos or videos of my child to be used on the school/trust website.	☐	☐
I am happy for photos or videos of my child to be used in the school/trust prospectus/newsletter	☐	☐
I am happy for photos of my child to be taken by the school photographer	☐	☐
I am happy for photos of my child to be taken by a journalist that we have invited into school and for the journalist to use the photo on their website or in print	☐	☐
I am NOT happy for the use of any photos or videos of my child	☐	☐

If you change your mind at any time, you can let us know by emailing or writing to the headteacher or just popping into the school office and completing another form. If you have any other questions, please get in touch.

You may have already given consent, and you may be wondering why we are asking for your consent again?

A key principle of the Data Protection Act 2018 is that data must be accurate and up to date. To ensure we are meeting this requirement, we need to re-seek your consent to take and use photos of your child. We really value using photos of pupils, to be able to showcase what pupils do in school and show what life at our school is like to others, so we would appreciate you taking the time to give consent again.

Parent/Carer's Name:

Parent/Carer's Signature:

Pupil's Name:

Date:

Consent form for taking and using photos or videos – for persons other than pupils



Employee/Governor/Trustees and Volunteers name:

Trust location:

Date:

Dear Colleague

Across the trust we sometimes take photographs or videos of employees, governors, trustees or volunteers.

We use these photos or videos in various forms for example in any of the Trust's prospectus or on the Trust's websites.

We would like your consent to take photos or videos of yourself and use them in the ways described above. If you're not happy for us to do this, that's no problem – we will accommodate your preferences.

Please tick the relevant box(es) in relation to the questions below and return this form to your line manager or headteacher.

	photos	videos
I am happy for the trust/school to take photos or videos of myself	☐	☐
I am happy for photos or videos of myself to be used on the trust/school website	☐	☐
I am happy for photos or videos of myself to be used in the trust/school prospectus	☐	☐
I am happy for photos of myself to be taken by a journalist that we have invited into trust/school and for the journalist to use the photo on their website or in print	☐	☐
I am NOT happy for the trust/school to take or use photos or videos of myself	☐	☐

If you change your mind at any time, you can let us know by emailing or writing to your line manager / headteacher or just by requesting another form. If you have any other questions, please get in touch.

You may have already given consent, and you may be wondering why we are asking for your consent again?

A key principle of the Data Protection Act 2018 is that data must be accurate and up to date. To ensure we are meeting this requirement, we need to re-seek your consent to take and use photos of yourself. We really value using photos of anyone working in our trust, to be able to showcase what we do in and across the trust and show what life at the trust is like to others, so we would appreciate you taking the time to give consent again.

Name: Signature:

Date: Place of work: