Thrunscoe Primary and Nursery Academy

Photography Policy

Introduction

Taking photographs at academy events is an increasingly sensitive area as it is now much easier for photos and video to be used and distributed inappropriately, both online and in print.

The academy uses images of pupils in displays around the academy, on the academy's website, on Class Dojo (KS1&2), Tapestry (EYFS), in the Prospectus and in the local newspapers.

Parents or carers of our pupils often request permission to photograph or video events at the academy such as performances however, we are also sensitive to the wishes of parents who are concerned about the use of such content and may not want their children to be photographed.

Under the legal obligations of the GDPR and the Data Protection Act (DPA) 2018, the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

Academy events can include, but are not limited to, assemblies, concerts, plays or theatre productions, performance events, fêtes, educational visits, and trips, etc.

This policy identifies the rules we have in place in regard to photography and video of our academy and its pupils and is applicable to all forms of media, including film, print, video, DVD and websites.

Photographs for use by the academy

When a child becomes a pupil at the academy, written permission is sought from the parent/carer to enable the academy to take and use images of pupils around the academy, on the website, in newsletters, in the prospectus, in the local press and on social media.

If any parent or carer refuses permission for any or all of these purposes, the academy will comply with the parent's request and not use the child's photograph for the reason that the objection was made.

Notes to this effect are made in the child's file, on the class lists and the objection is communicated to the relevant teachers.

Official school photos will be held on our Management Information System, this is currently Scholarpack but could change in the future, alongside other personal information and retained for the length of the pupil's attendance at the school, or longer if necessary, e.g. due to a police investigation.

Requests by parents or carers to take photographs or video

Parents and carers are not permitted to take photographs or videos during events at the academy, however, the academy will take photographs, where consent is in place, which are available for parents on Class Dojo, Tapestry (EYFS) or on the academy's website. At certain events, such as concerts or assemblies, there may be the opportunity to take photographs at the end of the event under controlled circumstances.

While parents/carers are able to obtain photographs of their children from the academy's website, Class Dojo or Tapestry, we request that these, and any other images obtained from the academy, are for personal use only and are not circulated on social media.

Use of images in publication and on the internet

The academy will only take and use images of pupils as indicated on the consent forms received from the parent/carer of the pupil. If no consent form has been completed, images will not be taken. Consent for the taking and use of images can be withdrawn in writing at any time.

- Children's names or other details will not be included in photographs of children published on the academy website.
- Only images of children appropriately dressed will be used to reduce the risk of images being inappropriately used.
- The academy will ensure that any images/video of children are stored securely and used only by authorised individuals. Electronic images are to be stored on a secure network so that they are not accessible to members of the public.
- The academy will not use an image of any child who is subject to a court order.
- The academy will not use photographs of children or staff members who have left the academy without their consent.
- Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the headteacher.

Use of a professional photographer

When using a professional photographer, the academy admin officer will:

- Provide a clear brief for the photographer about what is considered appropriate, in terms of content and behaviour.
- Issue the photographer with identification, which must be worn at all times.
- Let children and parents know that a photographer will be in attendance.
- Not allow unsupervised access to children.
- Not allow photography of pupils with an objection.
- Communicate to the photographer that the material may only be used for the academy's own purposes and that permission has not been given to use the photographs for any other purpose (with the exception of press photographers: see below).
- Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they must be clear that the images are not used for any other anything other than the purpose indicated by the academy.

Press photographers

There are occasions when press photographers are invited into the academy to celebrate a particular achievement or for publicity for a high profile event.

Press photographers will be booked by the admin team with the condition that the photographs are checked by academy staff before being published. The photographs will not include any pupil who has an objection.

Staff and governor photographs

Images of staff and governors will only be displayed in the academy, in newsletters, on Class Dojo, Tapestry, and the website and in the media if consent has been given. Consent can be withdrawn at any time.

Policy reviewed: February 2025

Approved by the Resources Committee of the Governing Body on: 13th March 2025

Next review date: February 2027