

Photography and images of students policy

The Governing Body of Tudor Grange Academy Redditch adopted this policy on Monday 15th July 2013

This policy highlights our concerns about the right of privacy, child protection and the use of images taken within the academy, being mindful of the sensitivity of this issue. Having taken advice from the Local Authority and other organisations, we believe that, provided reasonable steps are in place to limit the publication of names, photography of students at the academy should continue, in line with academy policy.

This does not apply to publication of images where the subject cannot reasonably be identified.

Definitions

The term 'images' refers to photographic prints or slides, digital images, videos or moving images. Images may be distributed via print, DVDs, the internet or other technologies.

Images of students may be taken by the academy, the Local Authority and other educational organisations or the press with permission from the academy. Examples are:

- For academy records and individual and/or group/class photographs.
- Where there is a practical element to curricular assessment, for example in Performing Arts or PE.
- For use in publications used to publicise the academy or inform parents and other members of our wider community, such as the prospectus and newsletter.
- The Academy Virtual Learning Environment (FROG) and website.
- Photographs taken by the Press with academy authorisation.
- In-academy display.
- Academy trips or visits, locally, nationally or internationally.
- Training videos.

This list is not exhaustive and it may be necessary to deal with individual and unusual events on a one-off basis.

Safeguarding Children

The welfare and protection of our students is paramount and consideration will always be given to whether the use of photography will place our students at risk. Images may be used to harm students, for example as a preliminary to 'grooming' or by displaying them inappropriately on the internet, particularly social networking sites.

For this reason consent is always sought when photographing students and additional consideration given to photographing vulnerable children, particularly Looked After Children or those known to be fleeing domestic violence. Consent will always be sought from those with parental responsibility (this may include the Local Authority in the case of Looked After Children).

Data Protection

In October 2007, the Information Commissioner's Office issued the following advice:

"The Data Protection Act is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the Act should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure. Where the Act does apply, a common sense approach suggests that if the photographer asks for permission to take a photograph, this will usually be enough to ensure compliance.

- *Photos taken for official school use may be covered by the act and pupils and students should be advised why they are being taken.*
- *Photos taken purely for personal use are exempt from the Act."*

Parental Consent

On admission of a student to Tudor Grange Academy Redditch parents/carers are asked to complete a consent form indicating their agreement or objection regarding the use of images of their son/daughter. Consent should be discussed with the student, and the student also asked to sign the consent form. Parents/students will be asked to complete the separate WCC consent form for images that have been taken for the purpose of LA publicity.

A list of students for whom consent has been refused is maintained by the academy and every effort will be made by staff not to include these students in photographs or video footage. The list will be updated on a regular basis.

The parent/carer is asked to confirm, in writing, that they will inform the setting if they no longer wish images of their son/daughter to be used for any reason. They will be made aware that once images are in circulation or have been published, it may be impossible to remove them, although every effort will be made to ensure they are not used in future publications.

Setting Photography

Photographic and/or video images taken by staff may be used for curricular and/or extra-curricular activities, displays, on the setting website, in the academy prospectus or newsletter, as evidence of the student's development or as part of publicity in the media. Staff will ensure that:

- They are clear about the purpose of the activity and what will happen to the images when the activity is concluded.
- They always use setting equipment for taking images.
- They never record images using their personal camera, mobile phone or video equipment or for their own personal use.
- They will never photograph students in a state of undress, for example whilst changing for PE or a performance.
- They will report any concerns about inappropriate or intrusive photographs found to the Senior Designated Person following the setting's safeguarding procedures.
- They have parental/carer permission to take, store and/or display or publish the images.

Please note that in relation to some events, a consequence of not including a student in photography may be that they are not easily able to take part in the event itself. This is something that the academy would discuss with you at the appropriate time if necessary. Your decision on whether to give consent is valid for the whole of your son/daughter's time in the academy, unless you notify the academy to the contrary in writing. If you do not indicate whether or not you give permission your consent is assumed.

Storage of Images

- Images retained in a setting will not be used other than for their original purpose, unless permission is obtained from the subject.
- Images will always be stored securely and password protected.
- Images will be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken.
- Images taken for publicity and promotional purposes may be retained for a maximum of two years after the departure of the student. Images contributing to the history of the setting, its children, activities or the community, may be retained indefinitely.

Parental/Carer Photography

In many cases, images taken at academy events form an important part of family albums. Everything possible will be done to ensure that this tradition continues. Parents/carers are welcome to take images of their own son/daughter at award ceremonies, academy concerts/shows and sporting events, with the permission of the headteacher. However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety. Parents/carers will ensure that:

- They will respect the academy's decision to prohibit photography of certain children or a particular event.
- Any images taken are for personal use only.
- Images including students **other than their own, must not be sold or put on the internet**; if they are, Data Protection legislation may be contravened and they will be asked to remove them.
- They will not use any images of students so as to cause offence or harm.

The Use of Cameras and Video Recordings by students

From time to time, students may be given the opportunity to use setting equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity.

Students are not allowed to use personal equipment in the academy for the purpose of taking photographs or video footage, unless being used as a learning resource. This includes the use of personal mobile phones. The only exception to this is on a setting trip or visit where students may be allowed to take photographs for their own personal use.

The use of images to bully or intimidate, including publishing photographs or video footage without permission on the internet, will be dealt with in line with the academy's behaviour and anti-bullying policies and may be viewed as a criminal offence.

Display of photographs

Images of students in the academy environment may have full student names attached for the purpose of celebrating progress and achievement or assessment.

However, consideration will be given to displays when rooms are available for other purposes.

Publicity

Press

On occasions, the media are asked to cover academy events or to highlight students' successes. This is an important part of celebrating achievement and informing the public of educational initiatives. The media operate under their own Code of Practice. Permission for students' photographs to appear in the press will be obtained from parents/carers prior to appearance. Local newspaper titles may share their images with other titles within the same syndicate. Any student, whose parents have withheld permission, will not be photographed by the media.

Setting Publicity

Photographs of student activities and achievements may be published in the academy newsletter or prospectus and posted on the academy website. Full names of individual students will not be attached to photographs and no contact details will be published. Where photographic permission has been withheld, photographs will not be published.

Setting Photographer

Class and individual or group photographs are often an annual event. Parents will be notified in advance of the photographer's visit and will be sent copies of photographs and given the option to purchase them. Copyright on all such photographs is retained by the photographer.

Links

This guidance links specifically to the academy's Data Protection Policy, E-safety Policy, Staff Laptop Policy, Safeguarding Children Policy and to the LA guidance 'Schools System and Data Security'.