PHOTOGRAPHY POLICY

This whole school policy also applies to the Early Years Foundation Stage.

Introduction
Schools need and welcome publicity. Children’s photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase children’s motivation and staff morale, and help parents and the local community identify and celebrate the school’s achievements. However, photographs must be used in a responsible way to ensure the safety and welfare of the children of whom they are taken.

Scope
The policy applies to all staff, governors and volunteers working at the school as well as visitors.

Definition
‘Photography’ includes photographic prints as well as transparencies, video, film and digital imaging.

Other Policies
This policy should be read in conjunction with The Prebendal’s:
- Anti-Bullying Policy
- Data Protection Policy
- Online Safety and ICT Policy
- Staff Code of Conduct
- Safeguarding and Child Protection Policy

Uses of Photography
Within School
The School may use photographs and video recordings routinely in many ways including: administration tasks, record keeping, publications, publicity, displays, teachers’ lessons and the children’s own work. In addition, a photograph of each child is held on the school database.

CCTV
The School uses CCTV recordings for the purposes of crime prevention and investigation and also in connection with its obligation to safeguard the welfare of pupils, staff and visitors to the School site. CCTV recordings may be disclosed to third parties such as the police but only where such disclosure is in accordance with the Act.
Professional Photography
At the start of every academic year, parents will be offered the opportunity to have a professional photograph taken of their child or children, which will be made available to the parents. Whenever a whole School photograph is taken it will be displayed in school and also made available to the parent body. Occasionally, professional photographers are invited to document particular events eg. concerts or drama productions, or to take photographs for marketing purposes. Professional photographers are not allowed unsupervised access to the children.

External Publications
The School may use photographs and video recordings for marketing and promotion purposes including in social media and on the website. The School may also allow external publication of media where appropriate (for example, in a local newspaper).

Data Protection and Consent
In accordance with The Data Protection Act 2018 the image of a pupil is personal data. Taking and using images for publicity purposes therefore requires the age-appropriate consent of the individual concerned and their parent/guardian. Images should not be displayed on websites, in publications or in a public place without consent.

Children are usually considered mature enough to exercise their own data protection rights when they are aged 12 years or older. Whether consent should be obtained from the parents, the child(ren) or both will depend on the age of the child(ren).

Pupil consent does not apply to:
- images where the focus is not upon the children as individuals. The Prebendal defines this as instances where more than six children are shown.
- images taken in the following contexts, for individuals or groups of any number
  - whole school or house events;
  - public events such as concerts and performances;
  - sporting fixtures.

Pupil consent does apply to:
- images taken of children in groups of six or fewer.

Where a child does not have consent from their parents they must be removed from photographs by staff. Older children who withhold their consent at their own volition must take responsibility for removing themselves from photographs or videos in those circumstances where consent applies. Where it does not, they must decide whether they wish to participate in the event in question; if they choose to, they must recognise and accept that their image might be used subsequently.

Parents/guardians are asked to sign consent for the School to use images of their children before they join the school; children are asked to sign consent in Year 8.

Storage
Images are stored on the school’s secure drive, access to which is password-protected and restricted to staff with a Prebendal email address. Staff should upload images as soon as they are
able and then delete them from their own devices.

In addition, a photograph of each child is held on the school database.

**Safeguarding**

Staff should remain aware of the potential for images of children to be misused to create indecent images and/or for grooming purposes. Therefore, careful consideration should be given to how activities which are being filmed or photographed are organised and undertaken. Particular care should be given when filming or photographing young or vulnerable pupils who may be unable to question how or why the activities are taking place. Staff should also be mindful that pupils who have been abused through the use of video or photography may feel threatened by its use in a teaching environment. If staff have any concerns regarding the use of photography, they should refer these to the Designated Safeguarding Lead immediately.

Staff must ensure children are not exposed to inappropriate or indecent images. Children must not be exposed to unsuitable material on the internet and staff should ensure that any film or material shown is age appropriate.

Furthermore, the school will only take and use images that are appropriate and which are not considered to be open to misuse: activities such as swimming and drama present a much greater risk of potential misuse.

**Sexting**

The practice of children sharing images and videos via text message, email, social media or mobile messaging apps has become commonplace. However, this online technology has also given children the opportunity to produce and distribute sexual imagery in the form of photos and videos. Such imagery involving anyone under the age of 18 is illegal. All incidents of this nature should be treated as a safeguarding concern and reported to the DSL who will take appropriate action.

**Guidelines for School Staff**

- Photographs or videos may be taken on personal or school cameras or mobile devices (mobile phones or iPads). If taken on personal devices, they should be uploaded to social media and/or the school secure drive at the earliest opportunity and then deleted from the device itself once they have been used for school purposes.

- All photographs or videos should be stored securely and only accessed by those authorised to do so.

- Ensure that the child(ren) are appropriately dressed. No photographs or videos should be taken when the children are changing clothes for an activity or in the dormitories.

- Only take and use images which are appropriate and not open to misuse.

- Images of children should not be used to illustrate controversial subjects.

- No photographs or videos should be taken in one-to-one situations
- Ensure that the child(ren) understand why the images are being taken and have agreed to the activity. This is essential for groups involving six or fewer children, and strongly advised in all other circumstances, where possible. Images should not be taken secretively.

- Ensure that the child(ren) understand what will happen to the images when the activity is concluded.

- If a photograph or video is to be displayed in a place to which the public have access (e.g. on the School's website) the accompanying caption should display only the child’s first name or first initial.

- Image filenames will avoid using children’s names.

- No images of children should be attached and sent to any external email address for non-School business.

- Photographs taken in school by school staff will not be made available to parents.

- Children in EYFS must only be photographed with the class camera when on school premises. When teaching EYFS in their setting, staff must leave their mobile devices outside the setting (wherever that may be).

Guidelines for Children
Children should follow the guidelines stipulated in the appropriate Acceptable Use of ICT Policy, which every child must sign at the start of each academic year.

If it is found that inappropriate image have been taken or sent by children, the school will take action accordingly, following the procedures outlines in the Anti-Bullying, Behaviour and Safeguarding Policies as appropriate.

Parents
The Prebendal recognises that photographs or video recordings taken by parents, relatives, and carers are a source of innocent pleasure and pride which can enhance self-esteem for children and their families. However, such images must be for their personal use only. This is a requirement in law.

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