

# Photography and Videoing Policy



This code of conduct specifies the manner in which Baynards Primary School will utilise digital photographic and video images audio recordings of pupils.

In this document, the term 'parents' is understood to mean 'parents and carers'.

The term 'photographed' covers any form of visual imaging, whether on film or in digital format, still or video.

The school's policy on photography aims to:

- protect the right of parents to consent to their children being photographed for particular purposes at school;
- emphasise the school's protective ethos towards pupils in respect of potential inappropriate use of visual images of children;
- avoid children being distracted by photographic activity during events;
- enable all visitors at school productions to enjoy the event without the distraction of others taking photographs or videoing near them;
- and in maintaining this policy, we seek to comply with the spirit of the Data Protection Act 1998 and with the principles of child protection.

The school is required to obtain general consent from parents to their child being photographed at school events, but parents have the right to ask for their own child not to be photographed. In such cases it may be necessary to withdraw the child from all or part of an activity in which he or she might be photographed. We would ask parents to consider very carefully the impact of such a decision on the child.

Where we intend images to be published, for example on a website, or in a publication or in the media, or displayed in a public place (including areas of the school to which visitors have access), we will have sought general permission on a consent form to do so. For photographs of groups of children or where the pictures are only viewed on or near the school premises this general permission will be all we seek. Where individuals are involved in photographs which will appear on the website we will usually seek specific permission from parents.

We normally avoid naming pupils where their pictures appear in a publication, though there are clearly instances where the pupils, parents and the school would wish to celebrate achievement and include the details of the contributing individuals. The media generally follow their own codes of practice to comply with data protection legislation and the naming of photographed individuals is acceptable providing the school authorities (the headteacher and governing body) have no objections.

The above commitments apply to occasions where the school can exercise reasonable control of the situation. It is clearly not always possible to stipulate conditions for photography, for example in public places during school visits.

In fulfilling the above commitments, we may:

- ask parents and others to refrain from photography at some events,
- ask parents and others who wish to video or take pictures, where this is permitted, to do so from the rear of the audience, so that they do not impair the view of others. We will give notice of this in invitations. We will also provide opportunities for you to take pictures of your children in costume at the end of performances.

We will:

- decide if the event is one at which we will permit photography and videoing.
- inform parents of the event, and inform them of our decision on photography and videoing
- inform parents/carers to the effect that any images must be taken for personal use only and specify that images must not be put on the internet, and if they are Data Protection legislation may be contravened.
- remind parents and carers with verbal announcement at the start of the event that any images must be taken for personal use only and that such images must not be put on the internet otherwise Data Protection legislation will be contravened
- ensure that the code and guidance on photography is on the school web site.
- ensure that people with no connection with the school do not have any opportunity to film covertly, and that if there is anyone that staff do not recognise they will be quizzed.
- respect the views of parents who ask for their child not to be photographed.

Where pictures are of historical interest, we may make them available to the Essex Record Office and will inform you accordingly.

If you wish to see any visual images of your child held by the School, please make your request to the School office. At busy times we may need up to 10 working days to action your request.

Ratified by the Governing Body: January 2015

## **Policy for the use of Digital Photographs, Video and Audio.**

### **Baynards Primary School Use 'Your camera and video courteously' Code**

#### **A guide for parents and carers who wish to use photography and or/video at a school event.**

Generally, photographs and videos for school and family use are a source of pleasure and pride which can enhance self-esteem for young children and their families.

By following our guidelines we can proceed safely and with regard the law.

Parents and carers attend school events at the invitation of the head and governors

The head and governors have the responsibility to decide if photography and videoing of school performances and activities is permitted.

The head and governors have the responsibility to decide the conditions that will apply in order the children are kept safe and that the performance is not disrupted and children and staff are not distracted.

Parents and carers can use photographs and videos taken at a school event for their own personal use only. Such photos and videos cannot be sold and must not be put on the internet due to existing Data Protection legislation, which in such circumstances is likely to be contravened.

Recording or photographing other than for private use would require the consent of all the other parents whose children may be included in the images.

Parents/carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.

Parents/ carers must not photograph or video children changing for performances or events

If you are accompanied or represented by people that school staff do not recognise they may need to check out who they are and why they are using a camera or recorder.