

WEST TOWN LANE ACADEMY

WHERE LEARNING IS AN ADVENTURE

PHOTOGRAPHY POLICY



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ACADEMY

CHILDREN'S RIGHTS AND RESPONSIBILITIES:

Article 16- Every child has the right to privacy. The law should protect the child's private, family and home life.

Article 28 – All children and young people have a right to primary education, which should be free. Young people should be encouraged to reach the highest level of education they are capable of.

RATIONALE

The use of photography and video in school has increased significantly with advances in technology and is used to celebrate activities and successes of the school with the community. It is important the safeguarding of children is always paramount and that any images shared within the public domain have the necessary protections in place.

The use of CCTV within the school grounds is separate to this guidance as it is used to keep children safe and for the prevention or detection of crime. It therefore falls under separate guidance within the Data Protection Act 1998 and does not require specific permission.

This policy has been written in line with NSPCC guidance on photography and social media.

PURPOSES

- The primary purpose of this policy is to ensure the protection of children and that the use of photography is safe and in line with data protection guidance.
- Parents/ carers have the option to refuse photography of their child in school.
- Photography and video are used to engage children in their learning, using technology to take photographs to use within a learning context or to reinforce teaching in school. Video may be used, including green screen technology, to make learning an adventure.
- School staff may take photographs to assist in assessment, to share with parents via social media or to use within publicity or marketing purposes.
- The press may take photographs of children when engaging in specific activities or at landmark stages of their education (i.e. the Evening Post will feature children just joining school in Reception or leaving in Year 6).
- Parents/ carers or family members may take photographs or video of productions, assemblies, sports day or other events for their own purposes. Any photography or video must be 'reasonable' in that images should only be taken of events where their own child/ children is taking part.

GUIDELINES

- Permission will be sought from all families as to whether they allow us to photograph their child(ren) whilst in school.

- All photographs/ video shared on social media by the school will only include children with the correct permission, and will never share personal information about the children. This includes any reference to their name in order to protect their identity.
- Children will be aware they are having their individual or group photograph taken, and are able to refuse if they wish. There may be occasions when photographs are taken of 'mass' children at an event or playing, but where identification of individuals is difficult due to the number of children.
- Photographs taken by the press will always have specific parental permission as they require names to be printed. A member of school staff must always be present when a press photographer is with children.
- Parents, carers and other family members are permitted to take photographs at events held in school. These photographs should only be of events their own child is participating in (it is acknowledged where this is an assembly/ play/ sporting event other children may also appear in the photo or video). Parents are informed via the website, newsletter etc. that they should not share the photographs on the internet or outside their family group, however the school cannot guarantee this. Therefore families who do not wish their child to be photographed will automatically preclude them from activities where photography is permitted.
- Children should always be in appropriate dress such as school uniform, PE kit or tracksuits. In a sports context, photography of children in swimwear will be avoided unless covered with towels/ tracksuits etc., and parents/ carers can only take images of their own child.

CONCLUSION

The use of photography and video is greatly appreciated by parents and family members of children attending the school, especially where the parents are estranged or family members live overseas. The guidance provided here should ensure that its' use is controlled appropriately and that children are protected from harm.

This policy should be read in conjunction with the Privacy Statement regarding how we use data, which can be found on the school website.

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