

EVERSLEY PRIMARY SCHOOL



SCHOOL POLICY

Photography and Video

20th September 2022

Implemented:

Autumn Term 2025

Date for review:

The Use of Photography and Video

The purpose of this policy is to set out the school's position in relation to use of photography and video in school by both staff and parents.

We believe that parents should have the opportunity to record memorable moments within their children's school lives in photographs and/or video, where appropriate. In deciding whether or not it is appropriate to allow the use of photography and/or video it is important to ensure the protection of the children in our care. There are occasions where it would not be appropriate for photographs to be taken of children in school, for example, when swimming or getting changed before or after a performance. It is therefore important that there are clear guidelines for the taking of images. NB - The use of the word 'images' in this policy applies to both photography and video.

Opportunities for photography/videoing

There are many times in the school year when photography is used, including:

- Performances and events (e.g. Christmas, sports day)
- 'Special days' (e.g. Maths investigations days, activities days)
- School trips and outings
- Special occasions (school celebrations and parties)
- Professional individual and class/school photographs
- For school presentations, meetings and other promotional materials
- To display within the school
- For press releases
- For the school website or Twitter
- For the use of Tapestry (an online learning journal used by Reception).

The use of cameras/phones/gadgets

Staff and visitors to the school are not permitted to use personal cameras or cameras on phones (or other gadgets containing cameras) in school unless this is in any area where pupils are not permitted or present; i.e. the staff room or before or after the end of the school day.

As an exception, visitors may use gadgets to take images on special event days, e.g. activity days, celebrations or assemblies. Request will be made that images remain for personal use and are not posted on social media.

Staff may use their phones (to send/receive messages or for voice calls) where pupils are present for work purposes, e.g. on a trip, using email or other school software. They must never use their phone or any other personal equipment to take images of children except in exceptional circumstances and with explicit permission of the Headteacher.

The use of images

There are different ways in which images are used, i.e.:

- Images taken and used personally by parents
- Images which may be displayed in and around the school and shared with others in the school community
- Images which are available to a wider audience including Tapestry (an online learning journal used by Reception).

This policy intends to clarify arrangements for the use of images and consent required in each of these circumstances.

Parents' use of Images

When parents attend events and performances or special events within school, they may take photographs/video of their children for their own use. We ask that parents do not share images of children other than their own on social media websites. Photography or videoing will not be permitted where children are changing, e.g. into costumes or PE kits.

Use of Images by the School

Parental permission will be sought through a consent form completed and returned to the school, for the use of photographic/video images to be taken and shared within the school community.

Sharing Images with the School Community

This includes images used within school publications such as school newsletters, to share information/celebrations with parents of children in the school. Parental permission will be given through the consent form completed, for the use of images in these circumstances. Personal information, such as names, will not be included unless permission has been sought separately.

Sharing Images with a Wider Audience

Images placed on the school website or Twitter and photographs used within the press will be used to demonstrate an aspect of the school or learning. Examples of this might be: publicising school successes such as winning an award; showcasing events such as performances; visits made to the school by 'VIPs' such as the local MP or celebrities as well as showcasing daily school life. Parental permission for such images will be through a consent form unless personal information, such as pupil names, are to be used, in which case permission will be sought separately.

Parental Consent

Parents of children attending the school will be asked to complete a consent form upon admission. At the start of each Key Stage (Year 1 and Year 3) permission is sought and the parent retains the right to withdraw permission at any time by contacting the school. Once consent has been received, the school will use images as permitted within this policy. No further consent will be sought by the school unless requesting permission to include a child's name, e.g. in a newspaper article. If a third party (e.g. The Eversley Leisure Centre) wishes to use images of our pupils, additional permission is sought. Parents may change their consent options at any time by requesting a new form and completing it as appropriate.

Responsibilities

Governors are responsible for the review of guidance and advice to ensure that this policy remains appropriate. The Headteacher is responsible for ensuring that images are used as set out in this policy with appropriate consent from parents, providing reminders as stated.

Parents are responsible for ensuring that images are used responsibly and are not published in the press without consent from the school or used on social media websites if they contain images of children other than their own. NB - The school does not accept liability for parents who do not adhere to such requests.

Monitoring

Staff and Governors will review this policy at least every 3 years (or sooner if necessary), taking into account any new advice or guidelines provided by local or national Government. The Headteacher will monitor the implementation of this policy and will ensure that all staff are aware of its contents.

Procedures set out within this policy will be maintained until the policy is reviewed. Any changes made to this policy will be communicated to parents as necessary.

Policy renewed: 20th September 2022