



# **USE OF PHOTOGRAPHIC & VIDEO IMAGES POLICY**

**RENEWAL DATE:** April 2027

## **CHANGES**

Version 4

This policy has been adopted from Plymouth City Council.

February 2008: Policy issued by Plymouth City Council

September 2011: Policy reviewed

September 2013: Policy reviewed

October 2015: Policy reviewed

October 2017: Policy reviewed

May 2017: Policy adopted and reviewed by Discovery Multi Academy Trust

June 2018: Policy amended following Safeguarding Review by LA

June 2021: New policy and consent form adopted from LA

March 2023: Updated for mobile phone use

April 2025: Policy reviewed

## **CONTACTS**

If you have any questions regarding this policy, please contact the Chief Executive Officer or Chair of the Board of Trustees.

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## **INTRODUCTION**

This policy explains why Discovery MAT need to ask parents/carers for consent to any photographs and video recordings of your child being taken whilst at school, including offsite activities or trips.

Please read this policy carefully as we will explain as clearly as possible what will happen when we take photographs and video recordings and how we will use them. If you do not understand any part of this policy please ask for clarification at the school office before signing the consent form.

Generally, photographs for school and family use, and those that appear in the press are a source of pleasure and pride. We believe they can enhance self-esteem for children and their families and are to be welcomed.

However, in an age in which digital technology has vastly increased the use and potential misuse of photography and video footage we also believe that it is important that you understand the risks to enable you to make an informed decision.

## **POLICY STATEMENT**

- In accordance with our Safeguarding Policy we will not permit photographs, video or other images of children to be taken without the consent of the parents/carers and children.
- Images will only be taken on school issued devices and will be uploaded to the school's secure server as soon as possible. Images and recordings will be deleted from the portable device as soon as the upload is complete.
- The school will take all reasonable steps to minimise the risk of a child being identified by a stranger by protecting the full name and contact details of children.
- On occasion the school allows or invites the local press to visit our school to record particular school events (e.g. school productions) and with appropriate consent, they may wish to publish photographs of children in newspapers or use recordings of the children on television when reporting these events.
- The school intends to allow the practice of photography by parents/carers at school events as the widespread use of mobile phones as digital cameras makes banning photography virtually impossible to impose. However, any images you obtain of your child are for your personal use only and, where these contain images of other children, including in the background, side or back views and if out of focus, are not to be uploaded to any social media. Parents found to be in breach of this policy condition will not be allowed to bring any recording equipment, including mobile telephones onto the premises (school or otherwise where a school event is taking place). The school reserves the right to change its position on this point without notice.
- We are mindful of the fact that for some families there may be reasons why the use of a child's image is not appropriate. The school will not capture or use images of children where consent has not been provided, where a child is at risk or is under a supervision order.

- If your child is old enough or mature enough to understand consent and express their own view, the school supports you, if you wish, to consult with them about the categories of consent and explore with them their feelings about being photographed at school.
- You can withdraw your consent at any time. Please contact the school office if there are any changes in your personal circumstances that means you want to change the permissions given in this form.
- If children are found to have taken pictures on mobile devices (phones, watches) whilst on the school site they will be asked to remove these photographs from their device immediately and parents will be informed.

## **CONDITIONS OF SCHOOL USE**

1. The information which you provide in the Consent Form is valid from the time when the school receives this form until the time your child leaves the School. If your circumstances change or you change your mind about any issues addressed in this form please let the school know immediately.
2. Once your child has left the school we will not use their images for any new purpose unless we obtain your specific consent. Images in existing publications, school displays, websites etc. may continue to be used unless consent is withdrawn.
3. Photographs/video recordings will be used to record an activity or event; to highlight or recognise achievement; for educational purposes; or to advertise the school or events.
4. Photographs/video recordings will be used in displays around the school; publications and newsletters; the school website; the school's social media and in the press.
5. We generally will not use the photograph where a child is named or where a photograph is used we will not name the child. We may use the first name of a child but will not use the full name (which means first name and surname) unless additional consent has been obtained or if this is the express wish of a child and/or parent/carer and only where there is good reason, e.g. to recognise a particular achievement.
6. The School will not pass to the press the names of any pupils appearing in photographs or recordings which the press wish to publish or broadcast, unless a parent/legal guardian has consented to this. If the media take and use images of your child you should note that the media's use of images of children is governed separately by the General Data Protection Act, other legislation and industry codes of practice.
7. We will not include full names (which means first name and surname), personal e-mail or postal addresses, or telephone or fax numbers on video or on our website or in printed publications.

8. The school will generally avoid publishing close up or individual photographs of pupils. The school's preference is to publish class or group images of pupils. In these instances the school may use very generic labels to identify the activity taking place in the image.
9. We will only use images of children who are suitably dressed to reduce the risk of such images being used inappropriately.
10. You can withdraw your consent at any time. Please contact the school office if there are any changes in your personal circumstances that means you want to change the permissions given in this form. The school will remove all images that it uses as per the new instructions as quickly as possible. We will also contact anyone with whom we have shared an image of your child to inform them that consent has been withdrawn and ask them to stop using the image. Images previously circulated in publications and newsletters cannot be retrieved; however, we will not distribute these documents any further and will not use the images in any future publications.



## APPENDIX A: PHOTOGRAPHIC AND VIDEO IMAGES CONSENT FORM

Please answer the questions below by ticking the appropriate box (Yes or No) to confirm whether you give your consent to the child's images being used for the purpose specified.

Once you have answered the questions please sign the form and return this to the school office as soon as possible. Your wishes detailed on previous consent forms will apply until we receive this completed form. New pupils will not be included in any photographic or video content until this form is completed.

**Name of Pupil:** .....

**Date of Birth of Pupil:** .....

*Please tick as appropriate*

I have read and understand the school's policy and conditions of use in relation to photographic and video images.

**Yes**  **No**

In accordance with the policy and conditions of use:

I consent to my child's image being printed and used in school displays and used in other printed and electronic school literature e.g. the school's newsletters; the school's brochure/prospectus and other promotional material etc.

**Yes**  **No**

I consent to my child's image being used on our school website and on our social media sites, such as Facebook and Twitter. *Please note websites can be viewed across the world.*

**Yes**  **No**

I consent to my child being photographed or filmed in press events agreed by the school and images appearing in local newspapers and in their on-line publications. *On-line means websites which can be viewed across the world.*

**Yes**  **No**

For publishing with the child's photograph in a newspaper or for captioning on television, I consent to:

a) The school giving the press the first name only of my child

**Yes**  **No**

b) The school giving the press the first and surname of my child

**Yes**  **No**

I consent to my child being photographed or filmed by the school for the school's own records, archives and future interest (e.g. photographs or videos of sports teams or school productions).

**Yes**  **No**

I consent to my child appearing in digital recordings or in collections of photographs stored which the school may make of school events and which it may sell to parents of children at the school to raise funds for the benefit of the school.

Yes

No

I agree that any images taken by me or other family/friends of my child are for personal use only and will not be shared on social media where images of other children are included, regardless of the clarity or angle of view of those other children.

Yes

No

Signature of parent/guardian: .....

Date: .....

Name in block capitals.....