



Photography Policy

Nova Primary School Governor Information	
Model Policy	Yes
Local Changes	
Customisation*	
Originally Adopted	Autumn 2009
Last Review Date	Spring 2023
Next Review Date	Spring 2025
* additions made to policy (eg local detail) but not a change to any policy structure	

History of most recent policy changes – Must be completed

Date	Page	Change	Origin of change e.g. TU request, change in legislation
27.02.13	1	Addition of children's rights	
27.02.13	3	Teachers' drive added	Further clarity
27.02.13	Appendices	Consent forms added to appendices	
May 2018	3	Data Protection changed to GDPR	GDPR Legislation
May 2018	3	Consent bullet point reworded	GDPR Legislation
May 2018	4	Child Protection – removed surnames and added use of no names	GDPR Legislation
May 2018	4	Data Protection changed to GDPR	GDPR Legislation
May 2018	4 & 5	Consent bullet point reworded & added in policy can be found on website	GDPR Legislation
May 2018	5	Added in no personal equipment to be used, access to appropriate	GDPR Legislation

		mapped drives & Records Retention Policy	
May 2018	5	Changed wording to reflect no names published alongside photographs and added in social media platforms	GDPR Legislation
May 2018	6	Added in personal to use of mobile phones and added in right to check a child's phone	GDPR Legislation
March 2021	6	Changed section 9 to reflect the Pupil and Mobile Phone Policies	Policy review
February 2023	8	Appendix 1 – Updated the date of the Data Protection Act	Policy review

1. Rationale

Nova Primary School uses photography to promote children's learning and needs and welcomes publicity.

Photographs of children attending our school add interest to articles promoting our many activities and are an integral part of our assessment and observation procedures, particularly in Foundation Stage and Key Stage 1.

Making use of photography for publicity materials promotes our school in the press, on the website and in educational documentation and journals.

The use of photography enables our school to benefit by increasing children's motivation, lifting staff morale and helps parents/carers/guardians and the local community identify and celebrate our many achievements. We recognise that parents will want to take photographs or record video images of children performing.

We have agreed a policy to ensure that there is recognition of the many benefits which are gained by the use of photography for Nova Primary School and have balanced this view with a risk against promotion.

Risks can be minimised by following guidelines detailed below.

2. Aims

- Photography will be used in a responsible way.
- Photographic practices will be carried out which are compliant with General Data Protection Regulations and Child Protection procedures.
- All parents/carers are required to complete a consent form which enables permission to use still, video or electronic photography – see appendix one. Parents/carers are able to withdraw their consent at any time but this must be done by completion of a new form. A live spreadsheet by class is accessible to staff detailing consent permissions.
- Parents/carers/guardians will be consulted on photographic circumstances and must inform the school if they do not give permission for their child/s to appear in any still, video or electronic photography. Please see appendix 1 – Still, video and electronic photography consent form.

- The purpose of all photography used for either publicity reasons or assessment must be known by staff, Governors and parents/carers/guardians.

3. Child Protection

There may be a risk when individual children can be identified in photographs and when their names are known which appear alongside photographs. Having reviewed GDPR legislation we will never publish children's names alongside photographs.

It is known that the content and image of a photograph can be used or adapted for inappropriate purposes. In the event of an inappropriate use of children's photographs the Headteacher will follow Child Protection protocol agreed by Bristol City Council.

4. Data Protection

Photographs and video images of children and staff are classed as personal data under the terms of GDPR.

Using images for school publicity purposes requires consent.

Nova Primary School will not display images of children or staff around the school, on websites, in class DVDs and publications without consent. Nova Primary School will try to work sensitively to ensure that photographs of children are also not taken in a public place without consent. There is recognition that photographs taken at an event attended by large crowds is regarded as a public area and it may not always be possible to get permission from everyone within a shot.

5. Consent Procedures

All parents/carers are required to complete a consent form which enables permission to use still, video or electronic photography – see appendix one. Parents/carers are able to withdraw their consent at any time but this must be done by completion of a new form. A live spreadsheet by class is accessible to staff detailing consent permissions. This form also includes permission for any photograph to be displayed either in the school, on the website, in a class DVD or in educational documentation.

Parents/carers/guardians will be provided access to copies of the Photography Policy via the School's website.

We will ensure that no child's photograph will be displayed around the school, on a website, in a class DVD or in press articles organised by school where permission has been withheld.

6. Use and Storage of Images

Staff and Governors at Nova Primary School will:

- Only use school authorised equipment to take images – no personal equipment should be used.
- Ensure that images are stored securely and used only by people authorised to have access on the appropriate mapped drive.
- Delete photographs which become out of date or become unwanted according to the Records Retention Policy
- Never photograph children who are in unsuitable dress.
- Ask students on placement to co-operate with the class based staff and take photographs on school equipment.
- Request visitors to co-operate with class based staff and take photographs on school equipment.

7. School Website and Social Media

This section should be read alongside the School's Social Media Policy.

Great care will be taken to ensure that photography used for publicity purposes does not feature images which may be at risk for inappropriate use.

Children's names alongside photographs will not be disclosed on the school website or any social media platform.

8. The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commissions Code of Practice provides guidance outlining responsible photographic practices.

No child should be photographed who is aged less than 16 years without parental consent.

Pupils must not be approached or photographed while at school without the permission of the school authorities.

From time to time Nova Primary School will contact the press to feature special achievement projects and successes.

Names of children to accompany photographs published in newspapers and magazines will appear only where parents/carers/guardians have consented.

9. Camera Phones

A risk exists through the use of camera phones on school premises.

In order to minimise this risk :

- Parents/carers/guardians, visitors, staff will be advised of the ban on the use of camera phones on school premises unless for agreed staged events e.g. school productions, concerts etc.
- Staff will only use personal mobile phones in office areas, in the staffroom and at a lunch break when they are not in contact with children. Please refer to the Nova Adult Mobile Phone Policy for more information.
- Only children travelling to school by themselves in years 5 and 6 are permitted to bring mobile phones into school following completion of the permission form. The school accepts no responsibility for any loss or damage of any mobile phone brought into school. Please refer to the Nova Pupil Mobile Phone Policy for more information.
- If a child has a camera mobile phone on their possession but has not handed it in then staff have the right to check the content before it is handed back to the child to ensure no photographs have been taken.

10. Commercial Film Makers/Commercial Photographers

When a commercial photographer is used we will:

- Provide a clear brief of the intention
- Issue identification
- Inform parents /carers/guardians

- Not allow unauthorised access to children

11. Accessibility

Parents/carers/guardians may request a copy of a photograph which depicts their individual child/children at school. A nominal charge will be made to cover the cost of printing and paper.

In the event of school activities school equipment will be used to take photographs for publicity purposes.

Some group images may not be copied as these will be considered to have been taken in a public place where some people may not have given permission.

Appendix One



Nova Primary School STILL, VIDEO AND ELECTRONIC PHOTOGRAPHY

There are many occasions during a pupil's time in school when both school and family might wish to record events for posterity, for example (this list is not exhaustive):

- Concerts, musicals, festivals, sporting events.
- School, County and National honours.
- Visits from the media profiling high status events, and visiting dignitaries.
- Updating the school prospectus, website and social media
- Celebrating good work and achievement.
- Photography by pupils for Information Communication Technology (ICT) use or extra-curricular activities such as film clubs.

It is our passionate belief that the benefits for a child's self-esteem & confidence of having their photograph displayed in school or on the school website outweigh any risks when they are used correctly.

All photographs & videos taken in school comply with clear guidelines laid down by the Department for Education and other professional bodies and in compliance with the Data Protection Act 2018. See conditions of use on the reverse of this form.

Nevertheless, in some circumstances we understand that there might be good reasons why parents/carers would not wish their child to be photographed or videoed. By signing below, you are giving approval for the school to photograph memorable moments in the life of the school which may include your child.

Please return the completed form (one for each child) to school as soon as possible.

Name of Child _____ **Class:** _____

Please tick one section (A or B)

		(✓)
A	I give permission for the school to take & use photographs & videos of my child in accordance with national guidelines for schools: <ul style="list-style-type: none">○ at school and on visits;○ for use around the school, in documents and on the website and social media○ to appear in the media as part of school's involvement in an event Please note that, it is no longer practical to consent to some but not other of these occasions. Please tick either box A <u>or</u> B	
B	I do not give permission for photographs of my child in all instances*.	

Signed (Parent/Carer):Date:

*please contact us to discuss any exceptions for one off occasions or to be considered in exceptional circumstances.

CONDITIONS OF USE

1. This form is valid for the period of time your child attends this school. Your consent will automatically expire after this time. However parents/carers have the right to withdraw that consent.
2. The school will not re-use any photographs or recordings after your child leaves this school without further consent being sought.
3. The school will not use the personal details or full names (which means first name **and** surname) of any child or adult in a photographic image, on video, on our website, in the school prospectus or in any of our other printed publications.
4. The school will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
5. If we use photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption.
6. If we use the full name of a pupil in text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
8. We will only use images of pupils who are suitably dressed.
9. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Notes on Use of Images by the Media

If you give permission for a child's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs);
- It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.