

AYCLIFFE DRIVE PRIMARY SCHOOL



PHOTOGRAPHY POLICY

Strategy Committee

**Updated June 2023
To be reviewed June 2025**

Staff Responsible

Mrs RMH Green
Governors

Headteacher
Strategy Committee Governors

Aycliffe Drive have adopted the rationale of the NSPCC Photography and Filming Policy statement.

The Purpose of this Policy Statement is to:

- protect children and young people who take part in Aycliffe Drive Primary School's events and activities, specifically those where photographs and videos may be taken
- set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities
- to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people

This policy statement applies to all staff, volunteers and other adults associated with Aycliffe Drive Primary School.

Legal framework

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance is available on NSPCC Learning:

- Online abuse legislation and guidance: <http://www.learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse>
- Child protection legislation and guidance: <http://www.learning.nspcc.org.uk/child-protection-system>

Aycliffe Drive Primary School believe that:

- children and young people should never experience abuse of any kind
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that:

- Sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our school
- The welfare of the children and young people taking part in our activities is paramount
- Children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- Consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images

- There are potential risks associated with sharing images of children online

We will seek to keep children and young people safe by:

- Asking for written consent from a child's parents or carers before taking and using a child's image in the Aycliffe Drive Primary School Admission Booklet
 - Always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children
- Making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
- Changing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them)
- Never publishing personal information about individual children and disguising any identifying information (for example the name of their school or a school uniform with a logo)
- Reducing the risk of images being copied and used inappropriately by:
 - Only using images of children in appropriate clothing (including safety wear if necessary)
 - Avoiding full face and body shots of children on our website, taking part in activities such as swimming where there may be a heightened risk of images being misused
 - Using images that positively reflect young people's involvement in the activity

We will also develop a procedure for reporting the abuse or misuse of images of children as part of our child protection procedures. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.

Photography and/or filming for personal use

When children themselves, parents, carers or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announce details of our photography policy before the start of the event. This includes:

- Reminding parents, carers and children that there may be children whose parents have not consented to have their child's photo taken
- Asking for photos taken during the event not to be shared on social media
- Recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share
- Reminding children, parents and carers that they can talk to a member of staff if they have any concerns about images being shared

Photography and/or filming for Aycliffe Drive Primary School's use

We recognise that our staff may use photography and filming as an aid in activities such as music or drama. However, this should only be done with Aycliffe Drive School's permission and using our equipment. Children, young people, parents and carers must also be made aware that photography and filming is part of school life and to give written consent.

When hiring school photographer, we carry out the following safeguarding checks:

- Use a reputable, well established company to take the individual and class photos

Check ID and DBS details on the day and in advance with the company

- Ensure the photographer wears identification at all times
- Ensure that the photographer does not have unsupervised access to children
- Reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

Photography and/or filming for wider use

If people such as local journalists, professional photographers (not hired Aycliffe Drive Primary School) or students wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.

They should provide:

- The name and address of the person using the camera
- The names of children they wish to take images of (if possible)
- The reason for taking the images and/or what the images will be used for
- A signed declaration that the information provided is valid and that the images will only be used for the reasons given

Aycliffe Drive Primary School will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent. At the event we will inform children, parents and carers that an external photographer is present and ensure the photographer is easily identifiable, for example by issuing them with an identification badge. If Aycliffe Drive Primary School is concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our child protection procedures

If consent to take photographs is not given

If children, parents and/or carers do not consent to photographs being taken, we will respect their wishes. We will agree in advance how they would like to be identified so the photographer knows not to take pictures of them, and ensure this is done in a way that does not single out the child or

make them feel isolated. We will never exclude a child from an activity because we do not have consent to take their photograph.

Storing images

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law. We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access. We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

Aycliffe Drive Primary School does not permit staff and volunteers to using any personal equipment to take photos and recordings of children. Only cameras or devices belonging to the school should be used.

Organisations that store and use photographs to identify children and adults for official purposes, such as identity cards, should ensure they are complying with the legal requirements for handling personal information. Further guidance can be found from the Information Commissioner's Office.

Related policies and procedures

This policy statement should be read alongside our organisational policies and procedures, including:

- Safeguarding and child protection policy and procedures
- Code of conduct for staff and volunteers
- Online safety policy (Acceptable Use Agreement), which will be renewed every year and procedures for responding to concerns about online abuse

Contact details

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We are committed to reviewing our policy and good practice annually.