



PHOTOGRAPHY AND DIGITAL IMAGERY POLICY

Date Produced	Summer 2017 Reviewed July 2018
Date Ratified by the Board of Trustees	Summer 2017 Reviewed July 2018
Date for Further Review	Summer 2019

Policy Statement

Parental photography traditionally forms an enduring part of each family's record of their child's progress and a celebration of success and achievement and this is the same philosophy for school photography. Inspire Multi Academy Trust uses photography and digital imagery to record childrens' learning and development as well as to document the experiences they have while in our care.

We understand that the use of photography and digital imagery in our settings is subject to Data Protection Regulations regarding the rights of individuals to have information of a personal nature treated in an appropriate manner, protecting the privacy of individuals and families.

For the purposes of this document 'photography' includes:

- Photographic prints
- Transparencies
- Video
- Film
- Digital imagery.

Procedures

- There is a clear policy statement in our academy brochures and on the academy websites, which outlines the use of photography and digital imagery across Inspire Multi Academy Trust academies.
- Parents are required to sign a photographic and digital imagery consent form when their child registers at one our academies.
- We may take photographs or video footage of children on outings/visits in order to record childrens' experiences and learning opportunities, these photographs and video images will be displayed in school and in individual/group learning journals and consent for this will be sought from parents/guardians.

- We may use your child's photo for our newsletters, school or Academy Trust website, training purposes, advertising the setting, putting into a publicity brochure etc.
- From time to time members of the press and media are invited into Inspire Multi Academy Trust academies in order to cover events celebrating success. Parents will be informed before this happens and parents wishes re: permission will be respected at all times and steps taken to ensure children are not photographed where there is no informed consent
- It is recognised that most people have a mobile phone with a camera. At Inspire Multi Academy Trust academies, no member of staff is allowed to use their mobile phone while with the children. Mobile phones are required to be in staff lockers away from children and away from areas of the building accessed by children
- Any visitors are required to hand in their mobile phones to reception or switch them off on entry to the school

School Events

Inspire recognise and will try to accommodate the wishes of family members to take photographs of their own children or grandchildren during school events, including concerts, productions and other performance events etc. to celebrate their child's achievements.

It is the responsibility of the schools within the Trust to ensure that they are compliant with safeguarding requirements at all times and do not put at risk the safety of any child/children. Parents are reminded not to share images of other children on social media sites.

To avoid any disappointment and confusion, all parents will be notified of the requirement to observe the constraints on the use of photography and digital images in advance of any school performance, production of other similar events.

As noted above, it may be necessary for the school to request that no photography or filming take place at a school event (for example, to account for specific safeguarding

needs). In such circumstances, this restriction will, as far as possible, be made clear to all those attending before the event begins. Anyone who continues to take

photographs, video or other images after being informed of such a restriction will be asked by a member of staff to stop and to delete any material they have recorded.

Please note, unless explicit permission is given, the use of personal cameras, mobile phone cameras or other recording equipment is prohibited on school premises at all other times. Children may then only be photographed by members of staff and using school equipment, and only if the parents/carers have given consent.

Legal Framework

- Data Protection Regulations
- Human Rights Act



Consent Form for the Use of Photographic Images of Children

Name of Child:	
Name of School:	

Children are photographed in connection with school events, outings and learning experiences both within and outside the school setting.

Parental photography traditionally forms an enduring part of each family's record of their child's progress and a celebration of success and achievement and this is the same philosophy for school photography.

The images taken by school staff may be used in our school or Academy Trust prospectus, in other printed or online publications that we produce, on our school or Academy Trust website, on our official social media pages or on project display boards in school. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

Occasionally our school may be visited by the media who will take photographs or film footage of a high profile event, or to celebrate a particular achievement. Pupils will often appear in these images, which may appear in local or national newspapers or on televised news programmes.

In order that we can protect your child's interests, and to comply with the Data Protection Regulations **please read the Conditions of Use on the back of this form before answering questions 1-4 below and signing and dating this form. Please return the completed form (one for each child) to school as soon as possible.**

Please tick against each question in the Yes (I give consent) or No (I refuse consent) box provided:

	Question	Yes	No
1.	May we record your child's image as a photograph or video?		
2.	May we use your child's photograph or video footage in the school or Academy Trust prospectus and other printed or online publications that we produce for promotional purposes, or on project display boards, etc.?		
3.	May we use your child's image or video footage on our school or Academy Trust website?		
4.	May we use your child's image or video footage on any official school or multi academy trust social media platform, for example Facebook?		
5.	May we allow your child to appear in the media as part of school's or Academy Trust's involvement in an event?		

I confirm as parent/legal guardian of the child detailed above that I have read and understood the conditions of use below and have indicated my level of consent accordingly.

Parent/Legal Guardian Name:	
Signed Parent/Legal Guardian:	
Date of Consent:	

Conditions of Use

- You may withdraw consent at any time – please contact the school in such instances.
- 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.
- 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.
- If we use photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption.
- If we use the full name of a pupil in text, we will not use a photograph of that child to accompany the article.
- 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’.
- We will only use images or video footage of pupils who are suitably dressed.
- 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 may 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.