



PHOTOGRAPHY AND DIGITAL IMAGERY POLICY

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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 learning 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. Our arrangements in respect of Data Protection are outlined in our Data Protection Policy.

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 invited to sign a photographic and digital imagery consent form when their child is admitted to one our academies and this may be updated, periodically, as required.
- 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, leaflets etc.

- From time to time members of the press and media are invited into Inspire Multi Academy Trust academies in order to cover events. If we do not hold photographic consent for a child, steps will be taken to ensure those without consent are not photographed.
- 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 personal mobile phone while with children. Mobile phones are required to be stored securely 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 in at the school office or switch them off on entry to the school.

School Events

Inspire Multi Academy Trust 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 without the consent of the parent/guardian.

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 schools to request that no photography or filming take place at a school events (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.



Consent Form for the Use of Photographic Images of Children

Name of Child:	
Name of School:	

In order that we can protect your child's interests, and to comply with Data Protection Regulations.

Please read the Conditions of Use overleaf before answering questions 1-5 below.

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:

	I Provide Consent for	Yes	No
1.	Images or videos of my child being captured and displayed on the academy or academy trust website		
2.	Images or videos of my child being captured and used for marketing or publicity campaigns, for example leaflets, bus adverts, posters, prospectus or other publications/media		
3.	The local or national media capturing and using images or videos of my child in their publications, to promote school events and activities		
4.	Images or videos captured of my child being used on official school or Academy Trust social media platforms, including but not limited to Facebook, Instagram, Twitter etc.		
5.	My child's personal data (for example, name, sibling name, class etc.) being shared with a school appointed external photography company to enable coordination and production of official school images such as year book photos etc.		

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

- Once your consent is given it has no expiry date and is valid indefinitely or until withdrawn.
- You may withdraw consent at any time, in writing addressed to the Headteacher. Please contact your child's school in such instances.
- The school/Trust will not use the full name of the child (which means first name and surname) of any child or adult in a photographic image, or video, on our website, in the school prospectus or in any of our other printed publications.
- The school/Trust 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 publish 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 our 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 publish the story in the newspaper, on their website, on their social media channels and/or distribute it more widely to other newspapers or media organisations.