

Photography and Video Policy

Signed:

Chair: *S. Gribbin*

CEO: *L. Jackson*

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Review date: October 2026

Statement of intent

This policy applies to the Collective Vision Trust and all of the schools that make up the trust.

At Collective Vision Trust we use imagery and videos for a variety of purposes, including prospectuses, display boards, educational purposes, conferences and the school website. We understand that parents may also wish to take videos or photos of their children participating in school events for personal use.

Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the UK GDPR and the Data Protection Act (DPA) 2018, the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The school has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the school with regard to pupils' safety.

In order to ensure that, as far as possible, the use of photography and video is used safely at all times, the policy provided below should be followed. This policy is applicable to all forms of visual media, including film, print, video, DVD and websites.

Legal framework

This policy has due regard to all relevant legislation and guidance including, but not limited to, the following:

- ☐ The Data Protection Act 2018
- ☐ The UK General Data Protection Regulation (UK GDPR)
- ☐ The Freedom of Information Act 2000
- ☐ The Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004
- ☐ DfE 'Keeping children safe in education'

This policy operates in conjunction with the following school policies:

- ☐ Data Protection Policy
- ☐ Records Management Policy
- ☐ Behaviour Policy
- ☐ SEND Policy
- ☐ Anti-bullying policy
- ☐ Technology Acceptable Use Agreement

Roles and responsibilities

The headteacher is responsible for:

- ☐ Submitting consent forms to parents, and pupils where appropriate, at the beginning of the academic year with regard to photos and videos being taken whilst at school.
- ☐ Ensuring that all photos and videos are stored and disposed of correctly, in line with the UK GDPR and the DPA 2018.
- ☐ Deciding whether parents are permitted to take photos and videos during school events.
- ☐ Communicating this policy to all the relevant staff members and the wider school community, such as parents.

The DSL is responsible for:

- ☐ Liaising with social workers to gain consent for the use of photos and videos of pupils who are LAC.

- ☐ Liaising with the DPO to ensure there are no data protection breaches.
- ☐ Informing the headteacher of any known changes to a pupil's security, e.g. child protection concerns, which would mean that participating in photography and video recordings would put them at significant risk.

Parents and pupils are responsible for:

- ☐ Completing a photography consent form on an annual basis.
- ☐ Informing the school in writing if they wish to make any changes to their consent.
- ☐ Acting in accordance with this policy.

Definitions

"Camera" is used to refer to mobile phones, tablets, webcams, portable gaming devices, and any other equipment or devices which may be used to take photos.

"Personal use" of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo and are not intended to be passed on to unknown sources. The principles of the UK GDPR and the DPA 2018 do not apply to images and videos taken for personal use.

"Official school use" is defined as photography and videos which are used for school purposes, e.g. for building passes and identity cards. These images are likely to be stored electronically alongside other personal data. The principles of the UK GDPR and the DPA 2018 apply to images and videos taken for official school use.

"Media use" is defined as photography and videos which are intended for a wide audience, e.g. photos of children taken for a local newspaper. The principles of the UK GDPR and the DPA 2018 apply to images and videos taken for media use.

Staff may also take photos and videos of pupils for **"educational purposes"**. These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events, assessment and workbooks. The principles of the UK GDPR and the DPA 2018 apply to images and videos taken for educational purposes.

Consent

All photos and video content are classified as personal data under the UK GDPR and the DPA 2018; images or video content may be used for publicity or other purposes only once informed consent has been provided, and it has not been withdrawn.

Staff, pupils and parents will be encouraged to read the Data Protection Policy for more information on the school's approach to data protection.

Where the school opts to provide an online service directly to a child, the child is aged 13 or over, and the child understands what they will be consenting to, the school will obtain consent directly from the child; otherwise, consent will be obtained from whoever holds parental responsibility for the child, except where the processing is related to preventative or counselling services offered directly to children.

In all other instances with regard to obtaining consent, an appropriate age of consent will be considered by the school on a case-by-case basis, taking into account whether the child understands what they will be consenting to.

Parents and pupils will be aware that their child/they may be photographed at school and they have the right to withdraw consent for:

- ☐ Photos or videos taken by members of staff for school-based publicity and promotional purposes or for anonymous use on the school website.
- ☐ Photos or videos taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.
- ☐ Photos or video taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success.

The school will recognise that consent must be a positive indication. It cannot be inferred from silence, inactivity or pre-ticked boxes. Consent will only be accepted where it is freely given, specific, informed and an unambiguous indication of the individual's wishes. Where consent is given, a record will be kept documenting how and when consent was given and last updated.

The school will ensure that consent mechanisms meet the standards of the UK GDPR and the DPA 2018. Where the standard of consent cannot be met, an alternative legal basis for processing the data will be found, or the processing will cease.

Parents and pupils, as applicable, will be asked to complete the photography consent form on an annual basis, which will determine whether or not they allow their child/themselves to participate in photos and videos.

The photography consent form will be valid for the full academic year, unless the pupil's circumstances change in any way, e.g. if their parents separate, or consent is withdrawn. Additional consent forms will be required if the pupil's circumstances change.

If there is a disagreement over consent, or if a parent/pupil does not respond to a consent request, it will be treated as if consent has not been given and photos and videos will not be taken or published of the pupil without consent.

All parents and pupils will be entitled to withdraw or change their consent at any time during the school year. Parents or pupils who wish to withdraw their consent must notify the school in writing.

If any parent or pupil withdraws or changes their consent, or the DSL reports any changes to a pupil's security risk, or there are any other changes to consent, the list will also be updated and re-circulated.

For any pupils who are LAC, PLAC, or adopted, the DSL will liaise with the pupil's social worker, carers or adoptive parents to establish where consent should be sought. Consideration will be given as to whether identification of pupils who are LAC, PLAC, or adopted would risk their security in any way.

Consideration will also be given to any pupils for whom child protection concerns have been raised. Should the DSL believe that taking photos and videos of any pupils would put their security at further risk, greater care will be taken towards protecting their identity.

A list of all the names of pupils for whom consent was not given will be created by the School Office Manager and checked by the DPO and will be circulated to all staff members. This list will be updated annually, when new consent forms are provided.

General procedures

Photos and videos of pupils will be carefully planned before any activity and the DPO will be consulted in the planning of any events where photos and videos will be taken.

Where photos and videos will involve pupils who are LAC, PLAC, or adopted, or pupils for whom there are security concerns, the headteacher will liaise with the DSL to determine the steps involved.

The list of all pupils who have not consented to being photographed or recorded will be checked prior to the activity. Only pupils for whom consent has been given will be able to participate.

The staff members involved, alongside the headteacher and DPO, will liaise with the DSL if any pupil who is LAC, PLAC, adopted, or for whom there are security concerns.

A school-owned digital camera will be used to take photos and videos of pupils, unless prior permission from the headteacher has been given.

Staff will ensure that all pupils are suitably dressed before taking any photos or videos.

Where possible, staff will avoid identifying pupils by name or any other identifiable data. If names are required, only first names will be used.

The school will not use photos or videos of:

- ☐ Any pupil who is subject to a court order.
- ☐ Children who have left the school, without the consent of their parents or, where appropriate, the children themselves.
- ☐ Staff members who have left the school, without their consent.

Photos and videos that may cause any distress or embarrassment will not be used.

Any concern relating to inappropriate or intrusive photography or publication of content will be reported to the DPO.

Additional safeguarding procedures

The school will consider certain circumstances that may put a pupil's security at greater risk and, thus, may mean extra precautions are required to protect their identity.

The DSL will, in known cases of pupils who are LAC, PLAC or adopted, liaise with the pupil's social worker, carers or adoptive parents to assess the needs and risks associated with the pupil.

Any measures required will be determined between the DSL, DPO, social worker, and carer and/or adoptive parent with a view to minimising any impact on the pupil's day-to-day life. The measures implemented will be one of the following:

- ☐ Photos and videos can be taken as per usual school procedures
- ☐ Photos and videos can be taken within school for educational purposes and official school use, e.g. on registers, but cannot be published online or in external media
- ☐ No photos or videos can be taken at any time for any purposes
- ☐ Any outcomes will be communicated to all staff members via email and the list outlining which pupils are not to be involved in any videos or photos, held in the school office, will be updated accordingly.

Use of digital cameras and other devices

Staff members may be provided with a camera or i-pad to record and maintain pictorial evidence of the lessons, behaviour, activities and events related to their pupils. Photos and videos may only be taken for educational purposes and in "school or educational provision settings" as mentioned above.

The use of personal cameras, mobile phone cameras or other recording equipment may only be used with the permission of the headteacher.

The school-owned cameras will be stored securely. Members of staff will be responsible for making sure that the camera is locked away after use at the end of the day. Members of staff will not be allowed to take school cameras or memory cards home.

Staff or other adults will not be permitted to take photos of pupils in vulnerable circumstances, such as when they are upset or inappropriately dressed. Members of staff and the school community will be required to report inappropriate use of digital cameras and images to the headteacher. If it is found that any incidents raise child protection concerns, immediate action will be taken in consultation with the DSL.

Where school-owned devices other than digital cameras are used, images and videos will be provided to the school at the earliest opportunity and then removed from the devices.

Photos and videos taken by staff members on school visits may be used for educational purposes, e.g. on displays or to illustrate the work of the school, where consent has been obtained.

Storage and retention

As per the UK GDPR and the DPA 2018, images obtained by the school will not be kept for longer than necessary; retention periods for the different types of personal data are outlined in the school's Records Management Policy.

Hard copies of photos and video recordings held by the school will be annotated with the date on which they were taken and will be stored in the school office. They will not be used other than for their original purpose, unless permission is sought from the headteacher and parents of the pupils involved and the DPO has been consulted.

Digital photos and videos held on the school's drive are accessible to staff only. Photos and videos are stored in labelled files, annotated with the date, and are only identifiable by year group or class number – no names are associated with images and videos.

Paper documents will be shredded or pulped and electronic memories scrubbed clean or destroyed once the retention period has ended.

Where a parent or pupil has withdrawn their consent, any related imagery and videos involving their child/the pupil will be removed from the school drive immediately. When a parent withdraws consent, it will not affect the use of any images or videos for which consent had already been obtained. Withdrawal of consent will only affect further processing.

Where a pupil's security risk has changed, the DSL will inform the headteacher immediately. If required, any related imagery and videos involving the pupil will be removed from the school drive immediately. Hard copies will be removed by returning them to the parent/pupil or by shredding, as appropriate.

Official school photos will be held on the school management information system alongside other personal information and retained for the length of the pupil's attendance at the school, or longer, if necessary, e.g. due to a police investigation.

Images taken on school cameras will be downloaded as soon as possible on to a school computer or laptop, ideally once a week.

Members of staff will maintain responsibility for ensuring that images are safely stored. They will take reasonable measures to ensure that they do not come into the possession of unauthorised persons.

No digital image will be altered or enhanced in any way by any member of staff, unless given prior permission by the headteacher to do so. The school may require images to be deleted or edited as appropriate and may choose to use images taken by members of staff or volunteers for other purposes, provided the processing conditions and consent requirements of this policy are met. Staff members are responsible for ensuring that edited images do not mislead or

misrepresent. They must not edit images which result in their subject being vulnerable to embarrassment, teasing, bullying or abuse.

If the memory card for individual school cameras needs to be replaced, then the replaced memory card will be destroyed to ensure that no images can be recovered. Members of staff must remember that, even when images are physically deleted from a camera or memory card, the camera or the memory card must be appropriately disposed of to ensure that no imprint remains.

Appropriate use of images under UK GDPR and the DPA 2018

Photos will be used in school for many reasons and the different uses for the same image should be considered separately, as each photograph and use will potentially have different conditions for processing.

As a public body, the school will consider whether the processing is taking place in the performance of its duties as a public authority. Where this is the case, the legal basis for processing will be recorded as 'public task', not 'legitimate interests' – public authorities cannot use legitimate interests as a lawful basis if the processing is in the performance of their tasks as a public authority.

The school will use privacy notices with declarations attached to inform staff, pupils and parents about how their personal data may be collected and as one method of gaining consent.

To judge whether legitimate interest can be used as the basis for processing data, the school will carry out three different tests. These are:

- ☐ A purpose test – establishing the reasons for using the data, what will be achieved and whether the benefits are justifiable.
- ☐ A necessity test – establishing whether the processing of pupils' data will be useful and whether there is a less intrusive way of reaching a means to an end.
- ☐ A balance test – establishing the impact it will have on the data subject by processing the data for said reason.

These three tests make up a 'legitimate interest assessment' (LIA) – the school will carry out an LIA prior to obtaining the data and it will be recorded in a physical copy in compliance with the UK GDPR and the DPA 2018.

Photos used in identity management

These are likely to be essential for performing the public task of the school, but they will be deleted once the child is no longer in attendance – as they are no longer needed for the purpose for which they were held.

Photos used for marketing purposes

Photos will not be used for marketing purposes unless the school has specific informed consent for the images and the images are only used in line with the consent provided.

The school will recognise that when images are posted on the school website anyone may view the images, and consequently this may result in a greater risk of misuse of images. The school will therefore give specific consideration to the suitability of images for use on the school's website.

Photos in the school environment relating to education

These photos may be essential for performing the public task of the school, but once the pupil has left the school this argument is insufficient. If the school wishes to display the image beyond the pupil's time at the school, the school will obtain the pupil's permission. If permission is not granted, the image will be removed.

When gaining consent, including when initially taking the photograph or when the purpose of the image has changed, the pupil, or where appropriate their parents, will be informed of the retention period pertaining to the use of the image. If

the image is still on display after the retention period stated in the privacy notice used to gain consent, the school will be in breach of data protection obligations and may be subject to a fine.

Use of cameras and filming equipment by parents

Parents or family members will be welcome to take photos of (and where appropriate, film) their own children taking part in schools events, subject to the following guidelines, which the schools expects all parents to follow. Parents will:

- ☐ Remain seated while taking photos or videos during concerts, performances and other events.
- ☐ Minimise the use of flash photography during performances.
- ☐ In the case of all school events, make the focus of any photos and/or videos their own children.
- ☐ Avoid disturbing others in the audience or distracting pupils when taking photos or recording videos.
- ☐ Ensure that any images and recordings taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- ☐ Refrain from taking further photos and/or videos if and when requested to do so by staff.

Use of cameras and filming equipment by pupils

All pupils will be encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff.

The use of cameras, or filming equipment, including on mobile phones, will not be allowed in toilets or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.

Misuse of images, cameras, or filming equipment in a way that breaches this policy, or the school's Anti-bullying Policy and Technology Acceptable Use Agreement will always be taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate

Sharing of images

All images taken by members of staff or volunteers at school or during school activities remain the property of the school and images must not be shared with anyone outside the school or held for private use.

No digital image will be uploaded onto any internet/intranet system without the express permission of the child's parent. Unless specific prior consent has been obtained, members of staff and volunteers will not post school images on personal pages of social networking sites or other websites.

Images will not be emailed or shared via private email accounts unless a parent has asked for a photo of their child to be sent to them.

Use of a professional photographer

If the school decides to use a professional photographer for official school photos and school events, the headteacher will:

- ☐ Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.
- ☐ Issue the photographer with an identification badge or card, which must be worn at all times.
- ☐ Let pupils and parents know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of videos and/or photos.
- ☐ Not allow unsupervised access to pupils or one-to-one photo sessions at events.
- ☐ Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photos for any other purpose.
- ☐ Ensure that the photographer will comply with the requirements set out in the UK GDPR and the DPA 2018.

- ☐ Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images and/or videos are not used for anything other than the purpose indicated by the school.

Monitoring and review

This policy will be reviewed every three years by the CEO, headteacher and the DPO.

Any changes to this policy will be communicated to all staff, parents and, where appropriate, pupils.

Consent Form

This form explains the reasons why and how Collective Vision Trust and **Name of School** may use images and videos of your child. Please read the form thoroughly and outline your agreement as appropriate.

Name of pupil:	
Name of parent:	
Year group and class number:	

Why do we need your consent?

Collective Vision Trust and Name of school requests the consent of parents on an annual basis to use images and videos of their child for a variety of different purposes.

Without your consent, the school will not use images and videos of your child. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in this form.

Why do you we use images and videos of your child?

Collective Vision Truat and Name of school uses images and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote the school on social media and on the school's and trust's website; and for other publicity purposes in printed publications, such as newspapers.

Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

Collective Vision Trust and Name of school may take images or videos of individual pupils and groups of pupils to use on social media, the school and trust website, in school and trust prospectuses and other printed publications, such as a newsletter.

Who else uses images and videos of your child?

It is common that the school is visited by local media and press, who take images or videos of school events, such as sports days. Pupils will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

The following organisations may use images and videos of your children:

- ☐ The Sentinel

Where any organisations other than those above intend to use images or videos of your child, **additional consent** will be sought before any image or video is used.

What are the conditions of use?

- ☐ This consent form is valid for the time the child is in the school.
- ☐ It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.

- ☐ The school will not use the personal details or full names of any pupil in an image or video, on our website, in our school prospectuses or any other printed publications.
- ☐ The school will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- ☐ The school may use pictures of pupils and teachers that have been drawn by pupils.
- ☐ The school may use work created by pupils.
- ☐ The school may use group or class images or videos with general labels, e.g. 'sports day'.
- ☐ The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- ☐ The school may take class images of your child which are available to purchase annually.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria.

The school will **only** publish images and videos of your child for the conditions that you provide consent for.

I provide consent to:	Yes	No
Photographing and videoing my child.		
Using images of my child on the school website.		
Using images of my child on the trust website.		
Using videos of my child on the school website.		
Using videos of my child on the trust website.		
Using images of my child on social media, including the following: <ul style="list-style-type: none"> <input type="checkbox"/> Twitter <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram 		
Using videos of my child on social media, including the following: <ul style="list-style-type: none"> <input type="checkbox"/> Twitter <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram 		
The local media using images of my child to publicise school events and activities (only including the organisations outlined above).		
The local media Using videos of my child to publicise school events and activities (only including the organisations outlined above).		
Using images of my child in marketing material, e.g. the school or trust brochure and prospectus.		
Sharing my child's data with a school-appointed external photography company for official school images. This includes the following: <ul style="list-style-type: none"> <input type="checkbox"/> Name <input type="checkbox"/> Class <input type="checkbox"/> Roll number 		

Refreshing your consent

This form is valid for the entire time your child is with us, unless you inform us that you have changed your mind and wish to change consent.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- ☐ New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos
- ☐ Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- ☐ Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the headteacher. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the headteacher.

Declaration

I, _____ (name of parent), understand:

- ☐ Why my consent is required.
- ☐ The reasons why Collective Vision Trust and **name of school** uses images and videos of my child.
- ☐ Which other organisations may use images and videos of my child.
- ☐ The conditions under which the school uses images and videos of my child.
- ☐ I have provided my consent above as appropriate, and the school will use images and videos of my child in line with my requirements.
- ☐ I will be required to re-provide consent where any circumstances change.
- ☐ I can amend or withdraw my consent at any time and must do so in writing to the headteacher.

Name of parent: _____

Signature: _____

Date: _____

If you have any questions regarding this form, please do not hesitate to contact the headteacher at **email address** or **phone number**.