



Photography and Digital Images Policy

Introduction

Photography in schools is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of Safeguarding and Copyright in performances.

Cardinal Langley RC High School recognises that it is difficult to balance the benefits of having photographic records of the wide variety of events that take place day to day in a school environment, whilst also appropriately protecting the individuals associated with the school.

Photography Policy Statement

- Photographs taken for curricular, assessment, security, registration, training and development or travel reasons will not be used for any other purpose.
- Publicity photography is helpful in publicising the success of the students and the school and in promoting educational initiatives. From time to time members of the press and media are invited into school to cover events celebrating success. However, the views of parents who, for any reason, do not wish their children to appear in such photographs will be respected at all times (as declared via the Consent Form), as will the views of the senior students (defined as students in Key Stages 4 and 5).
- Cardinal Langley RC high School will judge each situation regarding photographs and video images portraying students on a case by case basis.
- The School will use reasonable judgement when using images for the progression of the School and its students whilst always respecting the wishes of the individual and their parents.

Definitions

'Photography' includes photographic prints, streaming media and transparencies, video, film and digital imaging, created using devices such as cameras, video cameras, phones, tablets, etc.

'The School' is Cardinal Langley RC High School.

'In School' is whenever and wherever students and staff are the responsibility of or representing the School.

'Parent' means anyone with parental rights and responsibilities in relation to a student, including Guardians, Carers

Aims

The policy aims to:

- Facilitate photography for the business purpose of the school
- Respect the rights of the individual

- Safeguard individuals
- Allow personal family photography where possible.

Use of Digital and Video Images

The development of digital imaging technologies has created significant benefits to learning, allowing staff and students instant use of images that they have recorded themselves or downloaded from the internet. However, staff and students need to be aware of the risks associated with sharing images and with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. There are many reported incidents of employers carrying out internet searches for information about potential and existing employees. Cardinal Langley RC High School will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm:

- When using digital images, staff should inform and educate students about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.
- Care should be taken when taking digital / video images that students are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Students must not take, use, share, publish or distribute images of others without their permission
- Photographs published on the website, or elsewhere that include students will be selected carefully and will comply with good practice guidance on the use of such images.
- Students' full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Written permission from parents or carers will be obtained before photographs of students are published on the school website or for other promotional material (appendix 1)

Photography by School Staff

School staff can be involved in the photography of students and staff for the following main purposes:

- Student administration.
- Curriculum or course work.
- Corporate and community activities.

Good Practice

The following advice represents good practice in the use of photographic images involving students:

1. When taking a picture The School must obtain the consent of the person in the picture (for students over the age of 16) or their parent or carer.
2. Ensure that the commitment made in the consent form (appendix 1) is followed:
 - a. Not to name the student
 - b. Not to use the photograph out of context
 - c. Not to use the photograph to illustrate sensitive or negative issues
3. When photographing students:
 - a. Check parents/carers have given permission through the Consent Form (appendix 1). Staff should note that a list of students without Media Consent will be kept centrally

in the School Office. It is each member of staff's responsibility to check this list if they intend to use any images of students.

- b. Ensure all students are appropriately dressed.
- c. Avoid photographs that only show a single child with no surrounding context of what they are learning or doing with the exception of identity shots used on the SIMS system. A photograph for identification purposes may endure for several years but should not be retained when replaced or expired.
- d. Do not use images of a student who is considered vulnerable.
- e. Avoid naming students. If a name is required use only the first name.
- f. Use photographs that represent the diversity of the students participating.
- g. Report any concerns relating to any inappropriate or intrusive photography to the Safeguarding Officer.
- h. Do not use any images that are likely to cause distress, upset or embarrassment.

Staff are encouraged to take photographs and videos of school events to celebrate the achievement and involvement of our students in a wide variety of activities. Digital images should **only** be taken using school equipment and downloaded and stored on school equipment/computers, **not** personal equipment/phones/PCs, etc. Failure to comply with this may result in disciplinary action.

- 4. Digital images of students must not be posted on personal social media sites or used for purposes other than school display, publications and marketing
- 5. Photographs taken by staff on school visits may be used in the curriculum and displayed within the school or at parents' evenings to illustrate the work of the school provided they have the appropriate consent.
- 6. Parents may be allowed to purchase a copy of a photograph of their individual child, or as part of a group, if the parents of the other students in the group are in agreement.
- 7. Copyright and use of photographs is carefully controlled by and retained safely by the school.
- 8. Photographs held by the school must be annotated with the date on which they were taken and stored securely. They should not be used other than for their original purpose, unless permission is obtained.
- 9. Stored images should be reviewed regularly and unwanted material deleted.

Photographs by Other Authorised Agencies

The involvement of other agencies can only be authorised by the Head teacher.

The other agencies are:

- Reputable commercial photographers, commissioned by the Head teacher. The law allows them to retain the copyright of the photographs.
- The press and other media. Copyright rests with the photographer.

The purpose of the pictures must be explained to the parents or the students themselves (if over school leaving age) and written permission (through the Media Consent Form) must be sought. Students must not be photographed for these purposes under any circumstances unless written permission has been obtained.

Parents should be made aware that, when class or group photographs are taken by a commercial agency, the photographer retains the copyright. They should be given contact details of the agency used.

Parent Photography

Photography in schools traditionally forms an enduring part of each family's record of their child's progress and a celebration of success and achievement as well as being an established social practice.

Parents and carers may take photographs of their own children in school related activities but images at official school events which may involve other students should only be taken with permission of the Headteacher. Any images taken which include children other than their own must not be used inappropriately or posted on social media sites. Where the school becomes aware of any inappropriate use it will report such activity to the relevant authority.

The School's Media and Photograph consent form **MUST** have been completed for every pupil prior to them attending the school, to enable parents to register their permission/non- permission for parent photography to take place.

When a parent does not agree to their child being photographed, the Head of Cardinal Langley RC High School (or appointed senior leader) must inform staff and make every effort to comply sensitively.

Parental photography must not include any child whose parent has refused consent for any reason. This may necessitate offering photography opportunities before or after the event of those who are authorised to be involved.

Parental photography is secondary to the main aims and purposes of performances and must not be allowed to interfere with the opportunities for student participation.

Commercial copyright in a dramatic performance or musical will normally exclude any audio or video recording by the public (i.e. other than the school for internal purposes) and in that event parents and their guests must be informed that the infringement of copyright is strictly forbidden.

If parents are unsure whether or not permission has been given by staff to record a particular performance or event, they should ask the person responsible for organising it. If permission is granted it will be for private use only and not for social media sites.

Student Photography

Students will photograph each other extensively during certain activities especially during offsite events and residential periods. Staff should maintain the supervision and management control expected in their "duty of care" role, they must ensure they inform all students of the expectations with regard to photographing their peers.

Students should be educated about acceptable behaviour when photographing their peers. There may be incidents where students take inappropriate photographs, perhaps showing friends and other students inappropriately dressed. Staff must endeavour to discourage this practice, as it is open to abuse - but, ultimately, parents are responsible for monitoring their child's use of personal cameras and subsequent use of images and any incidents will be sanctioned in line with the E-Safety Policy.

Examples of Specific Situations

1. Inter-School Fixtures

If a student who is vulnerable or does not have consent is involved in such an event, it is necessary to liaise with a member of staff from the other establishment so they are aware of the parent/carers wishes and can seek the cooperation of the parents from the opposing team.

In this situation spectating students must be made aware they cannot take, use, share, publish or distribute images of others without their permission.

2. Teacher Training Portfolios

It will be necessary during teacher training and the NQT year for colleagues to compile portfolios of evidence. Staff must act responsibly when compiling these images and a member of the SLT may wish to see the images in the portfolio to consider their appropriateness.

3. Displays

Displays must depict students in an appropriate way and the relevant permissions must be obtained.

4. Practical Examination Evidence

It is good practice for colleagues to confirm what will happen to video evidence used to assess practical elements of an examination with the external examiner during their visit to the school.

5. Newspapers

Team photographs – if a parent is not happy to have a child's name printed on a photograph or even be included in the photograph then consideration must be given to publishing the team without any names, or without some students.

Photograph Opportunities – newspapers will not normally publish photographs of small groups of students without full names. This means that often Cardinal Langley RC High School will only be able to offer photograph opportunities to those students whose parents are happy for them to be photographed or named.

6. Internet Sites

The network manager must only use appropriate images on the website. For example a student who has achieved success in swimming should only be photographed in a tracksuit and not in a swimsuit.

Appendix 1

Staff are required to check that parents have signed the Consent Form below, giving school permission to take photographs. If not then permission should be sought.

Policy Approval:

Signature of Headteacher:



28.06.2017

Date

Signature of Chair/Vice Chair of C&P Committee:



28.06.2017

Date

Media Consent Form

The purpose of this form is to obtain consent from parents to use photographs and other 'media' to promote the school and to celebrate publicly, the successes and achievements of pupils, both during and after their education at Cardinal Langley RC High School.

Media Consent: From time to time representatives of the news media are invited to cover events at Cardinal Langley RC High School. When this happens there is a possibility that your child/ren may be photographed, videoed, or interviewed for a news story. I hereby consent to the use of photographs/ videos/ interviews taken of my child/ren by Cardinal Langley RC High School or the media for the purposes of advertising or publicising events, activities, facilities, programmes of Cardinal Langley RC High School in newspapers, newsletters, website, other publications, television, radio and other communications and advertising media. Please tick one of the choices below:		Specific Media Consent: There may be occasions where a newspaper or magazine article is written about an event, the success of a sports team or winners of a competition, in these cases the newspaper or magazine will want to publish photographs with names attached. I hereby consent to the use of photographs taken of my child/ren by Newspapers or magazines to celebrate victories or recognise events to be published with the name of my child associated with the picture Please tick one of the choices below:	
<input type="checkbox"/>	Yes , I allow my child/ren to be used for publicity by and for the School (as mentioned above)	<input type="checkbox"/>	Yes , I allow my child/ren to have their name associated with their photograph in newspaper or magazine articles (as mentioned above)
<input type="checkbox"/>	No , I do not want my child/ren to be used for publicity by and for the School (as mentioned above)	<input type="checkbox"/>	No , I do not want my child/ren to have their name associated with their photograph in newspaper or magazine articles (as mentioned above)

Name of child/ren (please print)			
Name of parent/carers (please print)		Signature of parent/carers	Date:
Address:			Postcode:
Telephone:		Email:	
Period covered by consent: <i>Whilst the student is on the school roll</i>			

We do not share your contact information with outside parties.