Holy Trinity C.E.(A) Primary School
Use of Photographs & Film Policy

1. Introduction

Holy Trinity CE(A) Primary School, in common with all others, needs and welcomes positive publicity. Children's photographs add colour, life and interest to materials and articles promoting school activities and initiatives. This can increase pupil motivation, staff morale and help parents and the local community identify and celebrate the school's achievements. However, in order to respect young people's and parents' rights of privacy and because of potential child protection issues, photographs must be used in a responsible way. Holy Trinity CE(A) Primary School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

This policy seeks to achieve a practical balance to secure the above.

2. Data Protection Act

Taking, keeping and publishing photographs and video footage involves processing personal data. The School's Privacy Notice covers the majority of processing where it is limited to official use, monitoring and for educational purposes. However, to comply with the Data Protection Act and the General Data Protection Regulations which come into effect on 25th May 2018, consent will be required where there is additional processing of personal data. Images of pupils (or staff) must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access.

3. General rules on using photographs of individual children

- Parental consent must be obtained
- Images of children in suitable dress will be used – photos of children engaged in PE or swimming present a greater risk of potential misuse. In these cases the content of the photograph should focus on the activity, not a particular child; should avoid full face and body shots. For example, shots of children in a pool or shoulder up would be appropriate.
- Where we have been informed that a child is subject to a court order then we will never use their image.
- We will ensure images are stored securely, especially where electronic, and used only by those authorised to do so.
- Ensure file names given to electronic images of pupils do not identify the child, e.g. maryjones.jpg

4. Newspapers

As long as parental consent has been secured newspapers may publish photographs of pupils but must not publish names alongside them. They may however refer to group photographs collectively e.g Class AB or Brookside Year 6 football team.

Pupils must not be approached or photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff.

5. Websites
The parental consent form will explicitly include publication on the school website. Where possible the school will use technology to prevent the misuse or downloading of images placed on the school website, e.g. watermarking, browser restrictions.

6. School Newsletter
Images of children may be used in the school newsletter which is circulated both in paper format, via parentmail and on the school website. Children will not appear in this if we do not have parental consent. Children will only be named by first name or class only. A child's full name will never be used. All other points in section 3 still apply.

7. Video & Filming
The appropriateness of photographic images earlier outlined also applies to video/film images. We recognise that parents, carers and family members wish to record events such as school plays, sports days etc to celebrate their child's achievements. However, it is important that such records remain private and for their own personal use. Upon a child's admission to the school parents will be asked to sign a photography consent form that acknowledges this.

8. Commercial & Outside Photographers
- Will be given a clear brief about what is considered appropriate in terms of content and behaviour.
- Wear identification at all times
- Will not have unsupervised access to children or one-to-one photo sessions at Events.
- Will not solicit photo sessions outside the event or at a pupil's home

9. Camera Phones
Camera phones may be used at school events as outlined in 6 above. It is not acceptable for camera phones to be used under any other circumstances.
This policy should be read in conjunction with 'Social Media and E-safety policy'.

10. Parental Consent
On admission of a pupil to the school parents/carers will be asked to sign a photography consent form which makes clear the school's policy, especially:

- How and where photographs will be used
- The period of consent
- The storage and deletion of photographs

A parent/guardian who wishes to change or withdraw their consent may do so at any point and inform the school in writing by letter or email to the Data Protection Officer (DPO) whose contact details are below.

10. Complaints Procedures
Parents should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

Reviewed by Staffing & Curriculum Committee Feb 2012; Mar 2014; May 2017, Mar 2018

Appendix 1

HOLY TRINITY CE(A) PRIMARY SCHOOL

Consent Form for photographs and video recordings

Name of Child: …… Date of Birth: ……

Holy Trinity CE(A) Primary School would like to take photographs and or video recordings of pupils whilst they attend the school to celebrate their achievements and successes. Still or moving images may be published in our printed publications (e.g. School prospectus, newsletters) and/or on our external websites (http://www.holytrinity-cuckfield.w-sussex.sch.uk). They may also be used to promote the good educational practice of the school to other teachers, e.g. at training events organised by the Local Authority or national education/government institutions. Children's names will never be published alongside their photograph externally to the school. Names may be used internally, for example – on a display.

Photographs / videos may also be published *for internal use only*, as part of children's regular classroom work e.g. on classroom displays, within multimedia projects (e.g. PowerPoint), on the school's internal network and to share educational achievements with parents/carers, e.g. video presentation of a school trip. Electronic images, whether photographs or videos, will be stored securely on the school's network which is accessible only by authorised users.

Before using any photographs/videos of your child we need your permission. Please answer questions 1 to 5 below, then sign and date the form where indicated.

Please return the completed form to the school office as soon as possible.
Please circle

1. May we use your child's photograph in printed publications produced by Holy Trinity CE(A) Primary School or West Sussex County Council?
   Yes / No

2. May we use your child's photograph on our internet websites –
a) as part of a large group or whole school activity?
   Yes/No

b) showing an individual activity? (e.g. holding a winner's trophy)
   Yes / No

Please note that the above is a very important way of promoting the activities of the school and celebrating in the many wonderful achievements of our children and the school would greatly appreciate 100% support for this.

May we allow your child's photograph (e.g. as part of a school team or record of a school event) to be used for publication in a newspaper?
Yes / No
Please note that the use of photographs in newspapers is subject to strict guidelines and parents/carers should not have particular concerns about their use.

4. May we use any photograph or video of your child internally as part of the regular curriculum and work of the school?
Yes / No

5. May we use any video containing your child to share good educational practice with teachers from other schools?

Yes / No

This form is valid from the date of signing until your child leaves the school. Photographs and videos may be securely archived after your child has left the school but will not be re-used or re-published externally without renewed consent. Archiving provides a valuable record of the school's history for future generations. The school owns the copyright of this photograph/film. It will be used solely for the purpose/s mentioned above.

Withdrawal or amendment to consent

A parent/guardian who wishes to change or withdraw their consent may do so at any point and inform the school in writing by letter or email to the Data Protection Officer (DPO) whose contact details are below.

If consent is withdrawn the DPO will acknowledge receipt of the request in writing by letter or email. The school will delete the file from our image bank within one month of receipt of your request and we will not use it in any new material produced from the date of the letter. Material previously issued which includes the photograph/film may, however, remain in circulation, but it will not be included in any further reprints.

Social media

We recognise that parents/carers, carers and family members will wish to record events such as school plays, sports days etc to celebrate their child's achievements. Holy Trinity CE(A) Primary School is happy to allow this on the understanding that such images/recordings are used for purely personal family use and will not be uploaded onto social media sites or similar. Please note photographs may be taken at public events/performances by third parties beyond our control.

A full copy of the school's Use of Photographs & Film Policy on the safe use of children's photographs is available on the school website or may be obtained upon request to the school office.

Signed: ……. Date: ……

Data Protection Officer

Verity Brown
DPO@htprimary.co.uk