PHOTOS AND IMAGES POLICY

SAGE COLLEGE
JEREZ

1. Introduction

The purpose of this policy is to set out general rules about the capture and distribution of images and photographs of children and to give staff and parents guidelines on the subject. It applies to activities on school premises or as part of off-site events or trips.

“Image capture”, “photography” and “videoing” refer to any kind of image capture, still or moving, obtained by any photographic device including still image cameras, video cameras, webcams and photographic enabled mobile telephones, and any other type of image capture device not specified here, whether digital or not, using technology existent at this time or in the future. The storage of such images includes film negative, film positive (e.g. transparencies and slides, movies, etc.), photographic paper, digital media, magnetic tape and any other kind of storage method able to be used for the storage of images, still or moving, available now or in the future.

This relatively short policy is part of our strategy for safeguarding children within our care. It should be read in conjunction with our other policies.

1.2. General Principles for Staff

Every reasonable effort must be made to minimise risk of inappropriate capture and distribution of photos and images. This includes:

- Securing parental consent for the use of images of their children;
- Not using photographs of children or staff who have left school without their consent;
- Ensuring that children and staff are appropriately dressed;
- Ensuring that student’s names are not used alongside images in publicly available material;
- Not using an image of any child who is subject to a court order;
- Storing images securely and accessible only by those authorised to do so;
- Storing images securely (whether physical or digital) with appropriate access controls; and
- Ensuring staff are appropriately informed about this policy.

1.3. Safeguarding

There may be a risk to the welfare of children when individual children can be identified in photographs. For that reason, we have developed this policy to make every effort to minimise risk.

1.4. Data protection

Photographs and video images of students and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of students, their legal guardians. Everyone responsible for using data must follow strict rules called “data protection principles”. They must make sure the information is:

- Used fairly and lawfully;
- Used for limited, specifically stated purposes;
- Used in a way that is adequate, relevant and not excessive;
- Accurate;
- Kept for no longer than is necessary;
- Handled according to people’s data protection rights;
- Kept safe and secure; and
- Not transferred outside the school without adequate protection.

1.5. Photography and Image Capture in School

Images of children may be captured as part of the educational process. Recordings of students for school purposes will only ever be taken using official school equipment or by a designated external professional. Staff must not take or transmit any recording of students on any personal device. Staff should also be aware that taking photographs of colleagues using personal devices should only happen with the permission of that member of staff. Images of students or staff must not be displayed on websites, in publications or in a public place without specific consent. The definition of a public place includes areas where visitors to the school have access. Where photographs are taken at an event attended by large crowds, this is regarded as a public area, so it is not necessary to get permission from everyone in a crowd shot. On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event. Parents' media permissions must be kept on file (see parental permission form at the end of this document).

As a rule, no parent or visitor is permitted to use a camera (including a mobile phone's camera facility) whilst on school premises. However, the Data Protection Act does not apply to photographs or films taken for personal use by family and friends and it is usual for parents to want to take photographs and videos of children at school events.

Exceptions to this rule are therefore made for somespecific events such as plays, recitals, concerts, sporting events, open days or other promotional events. We strongly advise parents against the publication of any such photographs on the internet (e.g. on social media), and we will request parents to remove any such material if we deem it illegal, harmful or inappropriate in any way.

Where appropriate, our policy regarding this matter should be explained clearly to parents by a member of staff before difficult situations arise.

Photography and Image Capture by Students
Staff will supervise and maintain control over any photographing or recording that students do during on school or off-site activities.

1.6. Publicity

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase student motivation and staff morale and help parents and the local community identify and celebrate the school's achievements. However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

It is the responsibility of all school staff to support and monitor this policy. Any concerns should be brought to the attention of the head of school.

1.7. Live Streaming of School Events

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