

# Photography and Video Policy



Reviewed March 2019

## **Principles**

This policy details the rules governing photography and recording videos at all schools within The Stour Academy Trust, including the distribution of these photos and videos, and their publication on the internet. It covers the rules for staff, governors and parents, and is founded on four main principles:

- **Safety**

The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at school.

- **Privacy**

We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at school.

- **Projecting the right image**

Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.

- **Sharing children's achievements**

It is natural for every parent to want to share their children's activities and achievements at school with their friends and family. The Trust is keen to allow this as much as possible, while keeping this in balance with the first three principles.

## **Consent**

When a child joins a school, we ask the parent or guardian for consent before we are able to take any photographs of the child. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined.

## **School Website**

Each school within the Trust will endeavour to publish on their school website, including at times the Trust's website, a selection of photos and videos of school events and general school life. Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school or the children and staff involved.
4. It should usually not include any child who left the school more than two years ago.

Most children are excited to see photos or videos of themselves on the school website. But as they get older, they are not always so enthusiastic about reminding themselves, or others, of their younger selves. The school will therefore endeavour to remove older photos featuring children who have left the school some time ago in order to avoid any embarrassment or discomfort it may cause them.

Photos and video intended for the school website should be taken either by a member of staff, or another person (typically a governor or parent) authorised by the headteacher. These photos and videos must be approved by the headteacher prior to publication on the website; the mechanism for doing this should be agreed by the headteacher and the photographer.

## **Rules for Parents, Guardians and Governors**

Parents and guardians are permitted to take photographs and record videos at designated school events, as long as they agree to the conditions described in this policy.

These events include:

- Harvest and Easter services
- Music assemblies
- Sports Day
- Christmas Play
- 'Fabulous Finishes'
- Class Assemblies
- Summer Fayre

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports day, it includes the playgrounds and field. It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorized by the head teacher.

### **Outside designated events**

It is not permitted to use a camera on school premises at any time outside these designated events unless explicitly authorised by the headteacher.

### **Distribution and publication of photos and videos**

Photos taken at these events are for your own personal use only. They may be shared by email with friends and family, but must not be published on any internet site. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services.

The reason for this restriction is that it is not possible for individual parents to ensure that all four of the safeguarding rules described above are adhered to at both the time of publication, and later.

### **Sharing photos on the school website**

As described above, each school endeavours to publish a selection of photos and videos from events on the school website. You may share links to these pages on social media services, because any photos or video appearing on the school website will have been checked to ensure they conform with all the safeguarding rules. These links will cease to work once the photos have been removed from the school site.

*The Board of Directors reviews and approves this policy every two years. It may, however, review this policy earlier than this if the Government produces new regulations, or if it receives recommendation on how this policy might be improved.*