



**Stoke Mandeville Combined School  
Governing Board**

**Photography and Videos  
at School Policy**

**Adopted - September 2024**

**Next Review Date - September 2025**

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## 1. Statement of Intent

At Stoke Mandeville Combined School we use imagery and videos for a variety of purposes, including prospectuses, display boards, educational purposes, 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 Data Protection Act 1998, the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

Stoke Mandeville Combined 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.

## 2. Legislation and Guidance

This policy has due regard to statutory legislation including but not limited to the following

- The Data Protection Act 2018
- The General Data Protection Regulation
- The Freedom of Information Act 2000
- The Children Act 2004
- The Equality Act 2010
- Keeping Children Safe in Education 2024

This policy has been created with regard to the following guidance:

- ICO (2018) Guide to the General Data Protection Regulation (GDPR)

This Policy also has due regard to the schools policies including but not limited to the following:

- SEND Policy
- Behaviour Policy
- GDPR Data Protection Policy

## 3. Definitions

For the purposes of this policy "**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 GDPR 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. These images are likely to be stored electronically alongside other personal data. The principles of the GDPR 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. photographs of children taken for a local newspaper. The principles of the GDPR 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 GDPR apply to images and videos taken for educational purposes.

**“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 photographs.

## **Roles and Responsibilities**

The headteacher is responsible for:

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

The designated safeguarding lead (DSL) is responsible for:

- Liaising with social workers to gain consent for photography and videos of LAC pupils.
- Liaising with the data protection officer (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 are responsible for:

- Completing the Consent Form on an annual basis.
- Informing the school in writing where there are any changes to their consent.
- Acting in accordance with this policy.

In accordance with the school’s requirements to have a DPO, the DPO is responsible for:

- Informing and advising the school and its employees about their obligations to comply with the GDPR in relation to photographs and videos at school.
- Monitoring the school's compliance with the GDPR in regards to processing photographs and videos.
- Advising on data protection impact assessments in relation to photographs and videos at school
- Conducting internal audits, in regards to the school's procedures for obtaining, processing and using photographs and videos.
- Providing the required training to staff members, in relation to how the GDPR impacts photographs and videos at school.

### **Parental consent**

All photographs and video content are classified as personal data under the 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.

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

Photographs or video taken by members of staff for school-based publicity and promotional purposes (school newsletters/prospectus) or for anonymous use on the school website.

Photographs 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 understands 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 ensures that consent mechanisms meet the standards of the GDPR. Where the standard of consent cannot be met, an alternative legal basis for processing the data will be found, or the processing will cease.

Where a child is under the age of 16, the consent of parents will be sought prior to the processing of their data, except where the processing is related to preventative or counselling services offered directly to a child.

All parents will be asked to complete the Consent Form on an annual basis, which will determine whether or not they allow their child to participate in photographs and videos.

The 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 parental disagreement over consent, or if a parent does not respond to a consent request, it will be treated as if consent has not been given, and photographs and videos will not be taken or published of the pupil whose parents have not consented.

All parents are entitled to withdraw or change their consent at any time during the school year. Parents will be required to confirm on the Consent Form, in writing, that they will notify the school if their child's circumstances change in any way, or if they wish to withdraw their consent.

For any LAC pupils, or pupils who are 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 an LAC pupil, or pupils who are 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 photographs 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 Administrator/DPO and will be circulated to all staff members. This list will be updated annually, when new consent forms are provided.

If any parent 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.

### **General Procedures**

Photographs and videos of pupils will be carefully planned before any activity.

The DPO will be consulted in the planning of any events where photographs and videos will be taken.

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

When organising photography and videos of pupils, the headteacher, as well as any other staff members involved, will consider the following:

- Can general shots of classrooms or group activities, rather than individual shots of pupils, be used to fulfil the same purpose?
- Could the camera angle be amended in any way to avoid pupils being identified?
- Would it be appropriate to edit the photos or videos in any way? E.g. to remove logos which may identify pupils?
- Are the photographs and videos of the pupils completely necessary, or could alternative methods be used for the same purpose? E.g. could an article be illustrated by pupils' work rather than images or videos of the pupils themselves?

The list of all pupils of whom photographs and videos must not be taken will be checked prior to the activity. Only pupils for whom consent has been given will be able to participate.

The staff members involved, will liaise with the DSL if any LAC pupil, adopted pupil, or a pupil for whom there are security concerns is involved.

School equipment will be used to take photographs and videos of pupils.

Staff will ensure that all pupils are suitably dressed before taking any photographs or videos. Where possible, staff will avoid identifying pupils. If names are required, only first names will be used.

The school will not use images or footage of any pupil who is subject to a court order. Photos and videos that may cause any distress, upset or embarrassment will not be used.

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

### **Additional safeguarding procedures**

The school understands that certain circumstances 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 a pupil who is a LAC or who has been 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, social worker, carers, DPO and adoptive parents with a view to minimise 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 photographs, held in the school office, will be updated accordingly.

### **School-owned devices**

Staff are encouraged to take photos and videos of pupils using school equipment; however, they may use other equipment, where the DPO has been consulted and consent has been sought from the headteacher prior to the activity.

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

Staff will not use their personal mobile phones, or any other personal device, to take images and videos of pupils without the consent of the headteacher.

Photographs 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.

Digital photographs and videos held on the school's drive are accessible to staff only. Photographs and videos are stored in labelled files, annotated with the date.

### **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 identification, 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 or photographs.

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 photographs for any other purpose.

Ensure that the photographer will comply with the requirements set out in GDPR.

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

### **Permissible photography and videos during school events**

If the headteacher permits parents to take photographs or videos during a school event, parents will:

Remain seated while taking photographs 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 photographs or videos their own children.

Avoid disturbing others in the audience or distracting pupils when taking photographs or recording video.

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 photographs and/or videos if and when requested to do so by staff.



**Storage and retention**

Images obtained by the school will not be kept for longer than necessary.

The DPO will review stored images and videos on a yearly basis to ensure that all unwanted material has been deleted.

Parents must inform the school in writing where they wish to withdraw or change their consent. 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 as appropriate.

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

Some educational records relating to former pupils of the school may be kept for an extended period for legal reasons, but also to enable the provision of references or academic transcripts.

**Monitoring and review**

This policy will be reviewed every two years by the Headteacher, DPO and Governors. The next scheduled review date for this policy is October 2026.

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

## Consent Form - This consent form is valid for the current academic year (2024 – 2025)

There are some circumstances in which we do not need your consent to have photographs of your child. These include photographs taken to identify your child and which are held on the school information management system. This is a requirement to enable the school to undertake its work. Similarly the use of photographs on the learning platforms supports the school with assessment for learning. The school does not give any parent permission to use these photographs.

### Why do we need your consent

Stoke Mandeville Combined School requests the consent of parents on an annual basis to use images and videos of their child for a variety of purposes.

Without your consent the school will not use images and videos of your child.

### Why do we use images and videos of your child

Stoke Mandeville Combined School uses images and videos of pupils as part of school displays, to promote the school and on learning platforms. The school also uses images to promote the school such as on the school website or in publications such as the school prospectus or in newspapers.

Where the school uses an individual pupil the name will not be disclosed.

### What are the conditions of use?

It is the responsibility of the parents to inform the school in writing if consent needs to be withdrawn or amended

The school will not use personal details or full names of any pupil in an image or video, website, school prospectus or other printed publication

The school may use pictures of pupils or teachers drawn by pupils

The school may use group work or class images or videos with general labels

The school will only use images of pupils suitably dressed ie no photographs of swimming lessons

The school may take class images of your child which you are available to purchase

### Providing your consent

Please read the following conditions and confirm your permissions

<b>I/We confirm we have <u>read the information</u> regarding the taking and using of photographs and videos in school</b>	<b>Yes</b>	<b>No</b>
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	<b>Yes</b>	<b>No</b>
After considering the information provided I/We confirm our choice for the school to use photographs and or images as follows		
Photographs, videos and images of my/our child can be used <b>in school. This will include photos and videos in class, on learning platforms e.g. Seesaw and Google Classroom, and on internal displays and may show my child in a group.</b>		
Photographs, videos and images of my/our child can be used on our <b>school website. This will include photos on our weekly update and on the school website.</b>		
Photographs, videos and images of my/our child can be used for further publications such as in <b>newspapers and in our school prospectus. This also includes our social media pages e.g. School Facebook page.</b>		

If there are occasions where the school will take photographs outside this permission, e.g. a school residential, a separate consent form will be issued.