



St Nicolas CE Primary School
DIGITAL IMAGERY & PHOTOGRAPHY POLICY

HEADTEACHER SIGNATURE:

A handwritten signature in black ink, appearing to read 'A. Spooner'.

DATE ADOPTED:

May 2023

DATE FOR REVIEW:

May 2025

Additional notes:

Cross reference with the following policy/ies:

Safeguarding Policy

Freedom of Information Policy & Publication Scheme

Data Protection Policy

<p>St Nicolas CE Primary School Digital Imagery & Photography Policy</p>
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Principles

This policy details the rules governing photography and recording videos at the school, the distribution of these photos and videos, and their publication on the internet. If you require any further information about the use of imagery in relation to GDPR, please refer to the Data Protection policy and pupil & parent Privacy Notice on the school website. 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 the 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 the 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. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles. 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 They may be shared by email with friends and family, but must not be published on any internet site.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.

Consent

The school takes photographs or videos of children for educational purposes and to promote the activities at school. When a child joins the school, their parent or guardian is asked for consent for their child to appear in photos in a variety of ways; in school, on the school website or in the local & wider community (see consent form). The school encourages all parents to provide this consent, as it enables us to include the children in all depictions of school life, but we recognise and respect the right to refuse consent for any given activity.

Please note; non-consent to allow your child to be recorded in any school performance/event will mean that they will be withdrawn from the specific activity at the time of filming e.g during the dress rehearsal. Video taken cannot be distributed to any family without full consent from the parents of all the children involved.

The school will also take images of pupils during activities on residential trips and would like to share these images electronically with the families of the children involved. Again, all families concerned must give permission for their child to be used in these images in order for these to be shared.

A register of parental consent will be kept centrally by the school. Parents may withdraw consent at any time, or grant consent if they had previously declined (see consent form – appendix A)

School Website

The school endeavours to publish on the school 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 will not include childrens names
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

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. The publication of photos follows the approved guidelines from the Headteacher.

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:

Musical Events
Sports Day
Plays
Class Assemblies

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, this includes St Nicolas Primary School Playing Field. Most school performances will be supported by a recording which parents are able to purchase. Parents will need to consent for their child to participate in this recording on the understanding that if they do not consent their child will be removed from the activity at the time of filming e.g during the dress rehearsal, (this does not mean they are removed from the activity completely).

Parents, Guardians and Governors are not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the Headteacher.

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.

Withdrawal of permission

Failure to adhere to these conditions may, at the discretion of the Headteacher, lead to a withdrawal of permission to use a camera at future events.

Rules for Staff

Staff may take photos and video anywhere within the school for the purposes indicated on the parental consent form. These may be published on the school website if they conform to the safeguarding rules described above. They may not be published on any other internet or social media site.

Subject to approval of the Headteacher, photos and videos may be stored on secure, password-protected internet services for archival or transfer purposes.

They may be stored on password-protected staff laptops. They should be deleted once they are no longer needed, or when the featured children have left the school.

They may be shared with other members of staff by email to support teaching work. They may not be shared with friends and family.

The school cameras / devices should always be used to take photographs. Staff will not use their personal mobile phone to take photos or videos of any pupils or school events.

Members of staff who are also parents or guardians of children at the school are permitted to take photographs at school events under the terms described in “rules for parents, guardians and governors”.

External Photographers

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the Headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.

Digital Imagery / Website Parental Consent Form

Material published to the website will be assessed to ensure it meets the safeguarding rules listed above.

Name of pupil: _____ Class: _____

Please tick the relevant box(es) below and return this form to school.

Newsletter

I give consent for my child's name to be published on the school newsletter which will be issued to all parents and displayed on the school website (format: first name only) Yes No

Digital Imagery / Photographs

I do not give consent for the school to take or use photos of my child Yes No

I give consent for the school to take photographs of my child for use in school Yes No

I give consent for photos/ videos of my child to be used on the school website Yes No

I give consent for photos/ videos of my child to be used in any printed publication for the school e.g. prospectus / marketing postcards Yes No

I give consent for my child's photo to be shared with the catering contractor in regard to food allergies / dietary requirements Yes No

I give consent for my child's photo / video being used by the SNSA (PTA) for publicity of events (e.g May Fair, Firework night etc) Yes No

I give consent for my child to be included in any school performance DVD's Yes No

I give consent for my child to be included in a CD of photographs from a residential trip Yes No

I give consent for my child's photo being used by external community groups for publicity from activities undertaken with the school, e.g. sports tournaments, school trips etc Yes No

I give consent for my child's photo being used in local newspapers Yes No

Consent can be withdrawn at any time, if you wish to withdraw consent please to let us know in writing via email (office.3247@st-nicolas.oxon.sch.uk) or letter. If you have any other questions, please get in touch.

Parents name: _____ Date: _____

Signature: _____
Parent/ Guardian