



Wyton on the Hill Primary School Photograph and Video Policy

1. Introduction

It is important that children and young people feel happy with their achievements and have photographs and films of their special moments. Family and friends also want to be able to share the successes of their children when they have been part of a special event or activity. However, it is also important to be aware of child protection and safeguarding issues when people are taking photos or filming at events. The potential for misuse of images can be reduced if organisations are aware of the potential risks and dangers and put appropriate measures in place.

2. Purpose

The purpose of this policy is to establish expectations and procedures the school has for all staff and visitors to the school, including parents and carers regarding the taking and sharing of photographs and videos.

3. Background

3.1 When might photos be taken in school?

There are many occasions on which photos or videos may be taken at Wyton on the Hill Primary School. These are dependent on the purpose for which the photo is being taken, which falls under two broad categories.

3.1.1 Internal use

Certain pictures will be used as a means of documenting activities or learning projects with no intention of public usage. The school has a need for photographs to meet curriculum and assessment requirements.

Learning projects, particularly in the Early Years use photographs as a means of documenting activity. These may be used in confidential reports to funders but are otherwise internal use only.

3.1.2 External use

Publicity photographs may be set up for specific purposes or taken as part of events to share and celebrate with parents and carers. These may be:

- General photos and videos of the site and activities used for publicity / sharing with parents and carers.
- Photos of individuals undertaking specific activities.

In this case, the school will not take photos of anything that can give out personal information, such as names.



3.2 Risk factors

Some of the potential risks of photography and filming at events include:

- children may be identifiable when a photograph is shared with personal information
- direct and indirect risks to children and young people when photographs are shared on websites and in publications with personal information
- inappropriate photographs or recorded images of children
- inappropriate use, adaptation or copying of images.

4. Protocols for school use of photographs and videos

The following protocols must be adhered to by all school staff and volunteers:

- Photos or videos must be taken for a specific purpose.
- Once that purpose has been served, the photos or videos must be deleted from the server and any physical copies destroyed. However, any images that are felt to document the history or achievement of the school well can be retained under that purpose.
- Do not use children's names in photograph captions. If a child is named, avoid using the photograph.
- Use a parental permission form to obtain consent for a child to be photographed or videoed and keep a copy of this on record. Make sure parents and carers are aware of this policy. If no consent form is completed, then a photograph including that person should not be used or stored. In a group shot and a non-consenting person is included but not recognisable, then the picture may be used. (It is best practice to ask the person or a child's parents if this use is ok.)
- Remember to obtain the child's permission to use their image. Children should always be consulted about the use of their photograph. This ensures they're aware that the image is being taken and understand what the picture is going to be used for. This could be recorded on a child's permission form.
- Only use images of children in suitable clothing to reduce the risk of inappropriate use. Some activities, for example swimming and drama, present a much greater risk of potential misuse.
- Ensure staff are aware of how images of children on an organisation's website can be misused. Images accompanied by personal information, such as the name of a child and their hobby, could be used to learn more about a child prior to grooming them for abuse.
- State expectations of professional photographers or the press who are invited to an event. These should make clear the organisation's expectations of them in relation to child protection.
- Do not allow photographers unsupervised access to children.



5. Storing images securely

- Images or video recordings of children must be kept securely. Hard copies of images should be kept in a locked drawer and electronic images should be in a protected folder with restricted access.
- Images should not be stored on unencrypted portable equipment such as laptops, memory sticks and mobile phones.
- Staff must avoid using any personal equipment to take photos and recordings of children and use only cameras or devices belonging to the school or organisation.
- Where the school is storing and using photographs to identify children and adults for official purposes, such as identity cards, staff responsible should ensure they are complying with the legal requirements for handling personal information. Further guidance on the Data Protection Act and other privacy regulations can be found on the Information commissioner's office website.

6. Review of Policy

This policy will be reviewed every two years, or if a situation occurs which necessitates any amendment.