

# Use of Photography and Filming Policy

## Low Ash Primary School



<b>Approved by:</b>	The Governing Body	<b>Date</b> 18.10.19
<b>Last reviewed on:</b>		
<b>Next review due by:</b>	Autumn Term 2022	

## **Rationale**

There are occasions during the year when photographs and/or video footage of activities and events are taken that show pupils at the school. Under the Data Protection Act 1998 (as amended) the school needs permission from parents/carers for use of their child's image by the school and/or the media. This policy aims to make clear the purposes for and circumstances in which images may be used so that parents/carers may decide whether they are happy for their child to be included in such images.

In implementing this policy due consideration to equal opportunities, with regard to race, gender, religion and ability, should be ensured with reference to the Equality Act 2010 and all other relevant legislation.

## **Safeguarding**

Low Ash Primary School is committed to safeguarding and promoting the well-being of pupils at the school. Staff are vigilant in identifying safeguarding issues, reporting concerns in writing to the 'Named Persons' for child protection in school, (the Inclusion Leader – Janina Grimshaw (DSL), the Headteachers, -Beth Medhurst and Fiona Meer, Deputy Headteachers –Dan Hurst, Assistant Headteacher – Louise Robinson, Learning Mentor – Karen Sunderland ). Staff attend child protection awareness training annually. The school's Child Protection and Safeguarding Policy provides detail regarding policy and procedures.

The procedures described in this policy are designed to promote and ensure the safety and well-being of all pupils, acknowledging that the use of images, particularly for publicity purposes, may present a risk for certain pupils.

## **Purposes for and circumstances in which images are recorded and used**

Photographic and/or video images taken by staff at the school, using school equipment, may be used for classroom activities, displays, on the school website, in the school prospectus or as part of publicity in the media. Staff will never record images using their personal camera/video equipment or for their own personal use. Generally, images taken by staff at the school will not be used alongside pupils' full names. The school will only use photographs of children who are suitably dressed and will not use images that cause upset or distress. Periodically, official class and/or individual photographs are taken by a professional photographic company. Class photographs are made available for purchase by families so that pupils have a record of their class as a keepsake.

Sometimes photography by the local paper, or, more rarely, filming by the local television company may take place for publicity purposes. Photographs in local papers tend to include the names of pupils.

Parents/carers are requested to complete a form (see Appendix 1) when their child starts school indicating their agreement or objection regarding the use of images of their child. The form offers the opportunity for parents/carers to indicate different level of agreement for different purposes. A list of pupils for whom consent has not been given will be kept in the office and staff will be made aware of these pupils so that they are not included in photographs or video footage.

## **The use of cameras and/or video recordings by parents/carers**

There are occasions during the year when parents/carers wish to take photographs or make video recordings of school activities or events. Examples of these include sports days, school performances and celebration assemblies. The school allows parents/carers to do this on the understanding that images are used for personal use and should not be posted on social media if they contain any children other than their own. Upon arrival at such events parents/carers will be given a card reminding them of their responsibilities. *“While we allow the use of cameras and videos at Low Ash’s School Performances, sports events and achievement assemblies, we ask that these are for personal use only. Please do not post anything to a social media site if it contains images of any children other than your own.”* Parents/carers are asked to indicate any objection to this on the form provided (see Appendix 1). Where an objection is received, the school will respond as follows:

- either by offering a controlled opportunity for photographs/video recording at a particular point in the activity or event during which certain pupils will not be present, or
- a ban on photographs/video recording for the particular activity or event.

## **The use of cameras and/or video recordings by pupils**

Pupils are not allowed to bring equipment to school for the purpose of taking photographs or video footage. The only exception to this is on residential visits. In such circumstances, pupils may be allowed to take photographs but it is made clear that images should be taken responsibly and not used to upset any other pupil. The use of images to bully or intimidate will be dealt with in line with the behaviour and anti-bullying policy. Before a residential visit takes place, staff will check the list of pupils for whom consent has not been given and contact will be made with the relevant parents/carers before a decision is made as to whether pupils will be allowed to take cameras.

## **Monitoring and evaluation**

Admin staff will collate reply slips and produce lists of pupils for whom consent has not been given. Key Stage Leaders and class teachers will be made aware of pupils in their key stage / class for whom consent has not been given. Any breaches in the policy should be reported to the Headteacher. The nominated governor for Safeguarding and Child Protection will monitor the implementation of this policy as part of their monitoring visits.

The policy will be reviewed by the Full Governing Body – Resource Committee every two years, or earlier if deemed necessary.

**Signed:** .....

**Chair of Full Governing Body**

**Review date:** October 2021

## Appendix 1

Dear Parents/Carers



Low Ash Primary School, Wrose Road, Wrose, Shipley BD18 1AA  
Tel: 01274 582927 Email: [office@lowash.bradford.sch.uk](mailto:office@lowash.bradford.sch.uk)

### NEW CONSENT FORM

Dear Parents/Carers,

#### General Data Protection Regulations (GDPR) – 25<sup>th</sup> May 2018

You may be aware that new data protection laws come into force on 25<sup>th</sup> May 2018. We are writing to let you know the steps we are undertaking in order to ensure compliance with the GDPR as it currently stands. We are following the latest advice and guidance from Bradford Council, the Department for Education and the Information Commissioner's Office. If this changes at any time, we will let you know.

As Low Ash Primary School is a data controller and processor (uses, stores and shares personal information), we have to ensure that the information we hold on pupils, parents/legal guardians and any emergency contacts is essential data and that we have legal grounds to process that data. Where required, we must obtain clear consent from you and give clear choices to opt out.

Some of the data we hold is exempt from consent. We have a lawful basis for collecting and using pupil information under the Data Protection Act 1998 and the Education Act 1996 (and from Article 6 and Article 9 where data processed is special category data from the GDPR from 25 May 2018). This includes sharing of data with Bradford Council and the Department for Education.

In order to ensure we comply with the new regulations, we have undertaken a data audit and reviewed our current processes. We have updated our admissions forms and produced a new consent form for all pupils. We have also updated our Privacy Notice, a copy of which is enclosed, which specifies how your personal data is processed, stored and shared with 3<sup>rd</sup> party processors because we have either a lawful basis, a legitimate business interest or your consent. This will be displayed on our website.

#### Emergency Contacts

As parents/legal guardians you must ensure you have given consent for us to hold any contact data (name, mobile/home/telephone number) for your child's other emergency contacts. From May onwards we will be asking for signed confirmation this has been undertaken. We do not need to hold address details for other emergency contacts and these will be removed from our records in due course and before the end of this academic year.

#### Giving Consent and Withdrawal of Consent

We have revised our consent form to incorporate clear, specific consent boxes that require a positive opt-in. The form also now gives clear information on how you can withdraw your consent. The new consent form is enclosed. **It is important that you return this to school before Friday 25<sup>th</sup> May 2018.**

If you have any further queries regarding data protection, please contact Sharon Giedrojt, School Business Manager or email [office@lowash.bradford.sch.uk](mailto:office@lowash.bradford.sch.uk)

Kind regards

Mrs Beth Medhurst and Mrs Fiona Meer  
Co -Headteachers

## Parental Consent

Please tick all that apply. I consent to:

- My child being photographed for the purposes of demonstrating their learning and these photos being used around school. For example in displays and placed in children's exercise books etc.
- My child being photographed taking part in school activities and for those photos to be used on the school website, in the school prospectus and on the school's social media sites (Facebook, Twitter).
- My child's photograph being used in the Low Ash Newsletter.
- My child being photographed during school activities and for these photos to be used for publication in the media for example newspaper.
- My child being filmed for educational or fundraising purposes e.g. sale of school productions.
- My data being shared with the school's third party suppliers so that the school can contact me electronically, for example our text messaging service.
- My data being shared with the school's third party suppliers to enable me to pay for school visits, school meals, clubs etc., for example ParentPay.
- My child taking part in local walks around the Wrose area which includes my child taking part in trips in the local area using the minibus. Separate consent will be sought for visits further afield.
- My child taking part in food tasting in the classroom.
- My Child's learning journey being on display in Nursery and Reception during the school year.
- My child viewing PG films.
- My child, if in Years 5 or 6, viewing parts of a 12A or 12 film which will support their learning.

I understand that if I withhold consent from the school sharing my data (name, child's name, mobile phone number and/or email address), the school will not be able to communicate with me. It is the policy of the school to occasionally communicate via text message and email, other than bumped head letters.

**Your data will not be shared with anyone other than our third party suppliers. Please refer to our privacy notice and policy which can be found on the school website. This provides more information about who we share your data with and how you can withdraw your consent at any time.**

If you **do not** wish your child to take part in any of these activities please confirm your objection in writing.

**Signed (Parent/Carer):**

**Date:**

The information you have given on this form will be held by the school and Bradford Metropolitan District Councils Children's Services. It will be shared within Bradford Metropolitan District Council, its contractors and the DfE in order to provide and plan services e.g. School Transport. It will be used to administer health, social and welfare care and will be shared with health care advisors, practitioners and other relevant agencies. It will be forwarded to your child's new school if and when they change school. It will also be used for statutory returns, for research purposes, to send emails and text messages to you to keep you up to date with school events. In addition the information you give us will enable us to operate our cashless systems and our online booking systems.

**We will not give information about you or your child to anyone outside the school without your consent unless the law and our policies allow us to.**

**All information given will be held in the strictest confidence under the requirements of the General Data Protection Regulations 2018. Our Data Protection Policy and Privacy Notice are available on the school website.**

By signing this form:

- I confirm that I have parental responsibility for this child
- I note the above statement and believe the information provided on this form to be correct as of this date and I understand how the data on this form is shared
- I agree that I will inform the school of any changes that occur whilst my child attends school
- I confirm that I have consent from those people who are listed as emergency contacts on the admission form to share their data with you.
- I understand that CCTV is in operation around the school site. Images will only be shared with the police if the need arises.

**Signed (Parent/Carer):**

**Date:**