



## **HARTWELL PRIMARY SCHOOL**

### **Photography and Filming Policy**

Hartwell Primary is a Voluntary Controlled academy and, recognising its historic foundation, works to preserve and develop its religious character in accordance with the principles of the Church of England. This includes the active promotion of Christian and British values and the respecting of those of other faiths or none.

*'Believe, Aspire, Grow'*

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## 1. Statement of Intent

The purpose of this policy is to set out the school's position in relation to use of photography and film in school by both staff and parents.

This policy has been written following guidance from the NSPCC:

<https://www.nspcc.org.uk/preventing-abuse/safeguarding/photography-sharing-images-guidance/>

At Hartwell Primary School we value the special moments of a child's learning experiences at our school and feel that capturing these to share with parents is an essential part of the reporting process. If we intend to share these images with anyone other than the parents of the individual child, we must have permission to do so.

In the information sharing age we live in, we have a number of ways in which images are shared. Our school website is regularly updated with pictures of activities and events taking place in school. Our secure and monitored social networking site such as Facebook and Twitter are regularly updated during the school calendar and are especially helpful to parents whose children may be away from home on a residential visit where social networking allows us to share updates and photographs throughout the visit, serving to reassure and entertain parents.

We believe that parents also have the right to record memorable moments within their children's school lives in photographs and/or film, where appropriate. In deciding whether or not it is appropriate to allow the use of photography and/or film it is important to ensure the protection of the children in our care. There are occasions where it would not be appropriate for photographs to be taken of children in school, for example, when swimming or getting changed before or after a performance. It is therefore important that there are clear guidelines for the taking of images.

**NB - The use of the word 'images' in this policy applies to both photography and film, although, in most cases only photographs are used.**

## 2. Opportunities for photography/filming

There are many times in the school year when photography is used, including:

- Performances and events (e.g. Class Assemblies, sports day)
- 'Special days'
- School trips and outings
- Special occasions (school celebrations and parties)
- Professional individual and class/school photographs
- For the School Prospectus
- To display within the school
- For press releases
- For updates to the school website, social networking sites or learning platforms (Class Dojo and Tapestry)

**NB – Photography/Filming is not permitted by parents and carers at the Christmas performances as these events are professionally filmed.**

## 3. The use of images

There are different ways in which these images will be used:

- Images taken and used personally by parents
- Images which may be displayed in and around the school
- Images which will be shared with others in the school community
- Images which are available to a wider audience

This policy intends to clarify arrangements for the use of images and consent required in each of these circumstances.

### **Parents' use of images**

When parents attend events and performances within school, they may take photographs of their children for their own use. These images are not to be shared on any social media platform, including message services, such as Facebook Messenger or WhatsApp. Photography/filming will not be permitted in areas where children are changing into costumes/PE kits etc.

### **Use of images within school**

Parental permission will be sought through a consent form completed on admission to the school, for the use of photographic/film images within the school. Such images will only be displayed inside the school building. It is important to note that this category includes professionally taken class group photographs.

### **Sharing images with the school community**

This includes images used within school publications such as school newsletters, to share information/celebrations with parents of children in the school. Parental permission will be given through the consent form completed on admission, for the use of images in these circumstances. Personal information, such as names, will not be included unless permission has been sought separately.

### **Sharing images with a wider audience**

Images placed on a school website or social networking site and photographs used within the press will only be used where it is of benefit to the school, e.g. in demonstrating an aspect of the school which is most effectively displayed with children in the picture. Examples of this might be: publicising school successes such as winning an award; showcasing events such as performances; and for visits made to the school by 'VIPs' such as the local MP or celebrities. Parental permission for such images will be through the admissions consent form unless personal information, such as pupil names, are to be used, in which case permission will be sought separately.

## **4. Parental Consent**

Parents of children attending the school will be asked to complete a consent form upon admission. This consent will be valid for the time the child attends the school.

Once consent has been received, the school will use images as permitted within this policy. No further consent will be sought by the school unless requesting permission to include a child's name, e.g. in a newspaper article. Parents may change their consent options at any time by requesting a new form and completing it as appropriate.

## **5. Responsibilities**

Governors are responsible for the review of Local Authority guidance and advice to ensure that this policy remains appropriate.

The headteacher is responsible for ensuring that images are used as set out in this policy with appropriate consent from parents, providing reminders as stated.

Parents are responsible for ensuring that images are used responsibly and are not published in the press without consent from the school.

NB - The school does not accept liability for parents who do not adhere to such requests.

## **6. Monitoring**

Staff and Governors will review this policy every two years, taking into account advice and guidelines provided by local or national Government.

The headteacher will monitor the implementation of this policy and will ensure that all staff are aware of its contents. Procedures set out within this policy will be maintained until the policy is reviewed. Any changes made to this policy will be communicated to parents as necessary.

## 'Use your camera courteously' Code

### **A guide for parents who wish to use photography and/or film a school event**

Generally photographs and films for school and family use are a source of innocent pleasure and pride which can enhance self-esteem for children and young people and their families. By following some simple guidelines we can proceed safely and with regard to the law:

- Remember that parents and carers attend school events at the invitation of the headteacher and governors.
- The headteacher and governors have the responsibility to decide if photography and filming of school performances is permitted. This decision is taken on a performance by performance basis, parents should not assume that they are permitted to take images of a performance.
- The headteacher and governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and films taken at a school event for their own personal use only. Such photos and films cannot be sold and must not be put on the internet by parents.
- Recording or photographing other than for private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must follow guidance from staff as to when photography and filming is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or film children changing for performances or events.
- If you are accompanied or represented by people that school staff do not recognise they may need to check out who they are if they are using a camera or video recorder.