



ENSTONE PRIMARY SCHOOL

Photography and Videos at School Policy

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. It covers the rules for staff, governors and parents, and is founded on four main principles:

1. 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.

2. 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.

3. Projecting the right image

Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.

4. 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.

Consent

When a child joins the school, their parent or guardian is asked for consent for the child to be photographed at school and for their picture to appear on the school website. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined.

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 must not offer any means of identifying a child by name.
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 three years ago.

Rule 4 is worth explaining in more detail. Most children are excited to see photos or videos of themselves on the school website. But as they get older, they are not always so enthusiastic about reminding themselves, or others, of their younger selves. The school will therefore endeavour to remove older photos featuring children who have left the school some time ago in order to avoid any embarrassment or discomfort it may cause them.

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. These photos and videos must be approved by the Headteacher prior to publication on the website; the mechanism for doing this should be agreed by the Headteacher and the photographer.

Rules for Parents, Carers and Governors

Parents and carers 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	Easter Hat Parade
Sports Day	Sports tournaments
Concerts and Plays	Christingle Service at St Kenelm's
Class Assemblies	Friends of Enstone (FOES) events held in school

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall, the school playground or the playing field.

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

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 Head teacher.

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 within three years of the featured children leaving 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's equipment should always be used to take photographs. Staff must not use their 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.

Date Adopted: September 2021

Review Date: September 2024

Signature of Chair of Governors:

Devin Caswell

Signature of Headteacher:

S. Mann