

Photography and Video Policy

Introduction

Many educational activities involve recording images. These may be undertaken for displays, publicity, to celebrate achievement and to provide records of evidence of the activity.

Use of equipment to take images of pupils

Under no circumstances should staff be expected or allowed to use their personal equipment to take images of pupils at or on behalf of the school or setting. The school will have arrangements with regard to the taking and use of images, which is linked to their safeguarding and child protection policy. This will cover the wide range of devices which can be used for taking/recording images e.g. cameras, mobile-phones, smart phones, tablets, web-cams etc. and arrangements for the use of these by both staff, parents and visitors.

Dangers of grooming

Whilst images are regularly used for very positive purposes adults need to be aware of the potential for these to be taken and/or misused or manipulated for pornographic or 'grooming' purposes. Particular regard needs to be given when images are taken of young or vulnerable children who may be unable to question why or how the activities are taking place. Pupils who have been previously abused in a manner that involved images may feel particularly threatened by the use of photography, filming etc. Staff should remain sensitive to any pupil who appears uncomfortable and should recognise the potential for misinterpretation.

Consent

Making and using images of pupils will require the age appropriate consent of the individual concerned and their parents/carers. Images should not be displayed on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the setting have access.

Publicity

For the protection of children, it is recommended that when using images for publicity purposes that the following guidance should be followed:

-  if the image is used, avoid naming the child, (or, as a minimum, use first names rather than surnames)
-  if the child is named, avoid using their image
-  schools and settings should establish whether the image will be retained for further use, where and for how long
-  images should be securely stored and used only by those authorised to do so

Interpretation

This means that staff should:

-  adhere to the school's policy
-  only publish images of pupils where they and their parent/carer have given explicit written consent to do so
-  only take images where the pupil is happy for them to do so
-  only retain images when there is a clear and agreed purpose for doing so
-  store images in an appropriate secure place in the school or setting
-  ensure that a senior member of staff is aware that the photography/image equipment is being used and for what purpose
-  be able to justify images of pupils in their possession
-  avoid making images in one to one situations

This means that adults should not:

-  take images of pupils for their personal use
-  display or distribute images of pupils unless they are sure that they have parental consent to do so (and, where appropriate, consent from the child)
-  take images of children using personal equipment
-  take images of children in a state of undress or semi-undress
-  take images of children which could be considered as indecent or sexual

Telephones

Personal mobile phones belonging to staff must not be used when teaching or supervising children, unless for a legitimate, authorised educational or safeguarding purpose.