

"Together we can achieve more"

Highfield Primary School



Photography and Video Policy 2016

This policy details the expectations regarding photography and recording of videos at Highfield Primary School as well as the distribution of these photos and videos, and their publication on the internet and other media. The policy covers expectations for all staff, governors, parents, carers and other visitors to the school and contains four strands. This policy is to be adhered to during all school activities on and off the school site.

1. Safety

The main purpose of the policy is in regards to safeguarding and to ensure the safety of all pupils and the wider community of the school.

2. Privacy

We welcome and value each member of Highfield's community to their right to privacy and as such each member of the community is entitled to choose not to feature in photographs or videos recorded at the school, on and off site.

3. Protecting Highfield's Image

Photographs and videos taken at Highfield should not do anything which may cause any embarrassment to the school, the children, parents, carers, staff, visitors or members of the wider school community.

4. Sharing Children's Achievements

Highfield will take every opportunity to allow parents to share their child's achievements as much as is possible, whilst keeping to the first three strands of this policy. At each activity or event every effort will be taken to allow parents to take photographs and videos of their own children once the event, activity or performance has ended. Photographs and videos are not permitted during any school activity, event or performance on or off site in order to ensure all safeguarding expectations are met.

Consent

When children join Highfield, parents and carers are asked for consent for their child to appear in photos and or videos that are published on the school website. The school encourages all parents to provide consent but welcomes and values each member of the school's community's right to privacy and their right to refuse consent. Any member of the school community may give or withdraw consent at any time.

Website Content

The school will publish photos and or videos of a wide selection of events and activities and all content published will adhere to the following safeguarding expectations:

1. Any content published must not feature any member of the school's community who has not given consent to appear on the website.
2. The website must not allow identification of a child by name or any other means unless consent has been given to do so by the parent or carer of the child.
3. Any content published must not embarrass in any way any member of the wider school community.

Expectations for Parents, Carers and Visitors

Parents/carers are permitted to take photographs and videos at the end of school events, activities and performances on and off site if and when directed to by a staff member but must agree to all the conditions set out in this policy.

Any visitor entering the school must abide by our Visitor Policy. This states that phones must not, under any circumstance, be used to take photographs of the children. They must be locked away during child contact hours and may only be utilised for personal use in the designated areas, which include the School Office, KS1 and KS2 Staffrooms and the car park.

Outside of designated events

Photographs and videos may only be taken at the location that the event is taking place, for example on the field for a football match, the hall for an assembly or show. Photographs and videos may not be taken elsewhere in the school or en route to the event unless prior permission has been granted by the head teacher.

Distribution and publication of photos and videos

The distribution and publication of photos and videos taken at the end of school events are for the adult's own personal use, they may be shared by private communication such as email to friends and family but must not be published on any internet sites including Facebook, Twitter, YouTube, Pinterest, Google+ or any other social media site.

Sharing photos on the school website

Links to pages from the school website may be shared on social media sites because photos and videos appearing on the school site have been checked to ensure they conform to all safeguarding expectations and all expectations from this policy. These links will cease to work when photos have been removed from the school site. You may download photos from the school website for your own personal use and private distribution (email) but it is not permitted to share photos from the school website on social media sites.

Photos featuring **only** your **own** children

There is one exception to the expectation regarding publishing pictures on the internet. If photos include only your own children it is permitted to share the picture on social

media sites but there must be no other children visible in the shot no matter how little they appear to be in the shot.

Changes to permissions

Any failure to adhere to this policy may lead to a withdrawal of permission to take photographs and videos at the school at the end of future events and activities held at the school on or off site.

Staff expectations

Staff may take photographs and videos anywhere within the school during school activities on or off site but must take account of the wishes of parents and carers on parental consent forms. Photos and videos may be published to the school website if they conform to safeguarding expectations described in this policy and with parental consent forms. Pictures must not be published on any other internet or social media site. Photos may be shared with other members of staff by email to support professional work but must not be shared with friends, family or anyone outside the school's community. Staff may take photos and videos using school cameras, ipads and other tablets but are not permitted to take any images or videos using mobiles phones.

Members of staff who are also parents or carers of children at Highfield may take and share videos or photos of their own children under the same expectations set out in this policy for parents, carers and visitors.

External Photographers

Expectations for external photographers must be set out in advance with the head teacher and must conform to all safeguarding expectations set out in this policy.

Date of Policy: January 2016