

## PHOTOGRAPHIC POLICY

Author / reviewed by:	Jacqui Lowden / Katie Gent / Graeme Anderson
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# Photography and Filming Policy at St Andrew's Prep

## Executive summary

Photography and filming is an important part of St Andrew's Prep and is becoming an integral component of recording the curricular and co-curricular experiences of the pupils. It is a way of celebrating achievements and gaining positive publicity. Good images are essential for key messages and enhance the reputation of the school, but photography and filming must follow certain guidelines.

## Introduction

Photography and filming in schools is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of Safeguarding and Copyright in performances.

When a school captures an individual's image, whether it be by camera, CCTV, video, web camera or mobile phone, and that person can be visually identified, then the image may be considered personal data. This means that storage and uses of the image must be processed in accordance with data protection principles.

With this in mind, images will be:

- Fairly and lawfully processed
- Processed for limited, stated purposes
- Used in a way that is relevant, appropriate and not excessive
- Accurate and up-to-date
- Kept on file no longer than is necessary
- Kept securely
- Adequately protected if transferred

Staff can take photographs of pupils for promotional purposes at official school events, like a sports tournament off site or on a trip, **but only with school issued devices**. Staff should not capture images on their personal mobile phones or cameras (see Online Safety sub-section within the St Andrew's Prep Safeguarding and Child Protection Policy and also the Mobile Devices Policy (staff)). In addition, the Marketing Department can usually provide a compact digital camera on short-term loan. Members of staff must take great care to ensure that their actions could not be interpreted as inappropriate and the images conform to the standards set out in this policy.

St Andrew's Prep recognises that it is difficult to balance the benefits of having photographic records of the wide variety of events that take place day to day in a school environment, whilst also appropriately protecting the individuals associated with the school. This policy is issued to clarify the constraints that apply to the taking of images\* of pupils and the use of those images in St Andrew's promotional materials, on its website and for social media applications.

**\*Types of image** For the purposes of this policy, an **image** is defined as a still or moving picture of a person who can be identified in the image. The range of images taken may include:

- Images taken for personal use e.g. by a pupil, parent or family member
- Images taken for school use, including for marketing and school social media
- Images taken by the media.

It applies to any electronic, digital, film or photography equipment including phones or other forms of technology capable of capturing images.

This policy should be read in conjunction with the following St Andrew's Prep Policies:

- Child Protection and safeguarding policy
- Social media policy
- Mobile phone and devices policy (staff)
- Mobile phone and devices policy (pupils)
- Code of conduct policy (staff)
- Code of conduct policy (pupils)
- ICT acceptable use policy (staff)
- ICT acceptable use policy (pupils)
- Staff handbooks, rules and procedures

The guidelines contained within this policy must be followed if taking or commissioning photographs of all pupils.

## **Guidelines for Using Images of Current St Andrew's Prep pupils**

### **Parental consent**

When a child enters the school, their parents are asked to sign a consent form to allow the identification of their child in images used for school promotional purposes (see Guaranteed Place Form). The Headmaster's Office maintains a record of those pupils who parents have not given permission for their child to be identified in promotional images. The list must be strictly adhered to at all times. In addition, any pupil or member of staff is entitled to withdraw consent at any point during their school career through written instruction to the Registrar. The list of those pupils who should not be used for promotional purposes is held within the school's internal administrative database, PASS. All staff should make themselves aware of this list.

### **Use of individual images for specific promotional purposes**

Occasionally, an image of an individual or small group of pupils may be selected for a specific promotional purpose, eg a railway poster or full page advertisement in a printed publication. When this happens it is good practice to request of the parents or guardians to use the image as planned. In addition, where an individual or small groups of pupils will be used on social media, again it is good practice to request agreement of the parents or guardians to use the image as planned (see Emerging Technologies including social media policy too).

### **Appropriate editorial content**

The visual content of all images used for promotional purposes must be appropriate and comply with equity standards.

Images should be selected for use that show all sections of the St Andrew's Prep pupil population including representatives from black and ethnic communities and people with disabilities, etc.

### **Guidelines for Using Images taken by Pupils**

Pupils will generally not be asked to take images for official use. In exceptional circumstances, images taken by pupils for official use will be carefully controlled by the school and checked carefully before being published. Occasionally, pupils may take photographs for use on Instagram/Facebook and they are forwarded to the Marketing Department. The department then decides if they are appropriate to be posted. Pupils must not take images of each other or other members of the school community that could be regarded as inappropriate. Further, electronic or mobile phone transmission of such images without consent is a school disciplinary offence and may also be a criminal act.

### **Guidelines for Using Images of Visiting Pupils**

Images captured of pupils visiting from other schools must not be shared with individuals outside the school or published in any format without prior written parental consent.

When photography or filming takes place of visiting schools for internal purposes (e.g. filming of sports fixtures for coaching or sharing securely with parents), the school explains to visitors why filming is taking place and will secure the agreement of their representative if it is not considered to be a public event.

The school will not publish images in the public domain where boys/girls from other schools are featured prominently and easily identifiable, without the prior consent of their parents, unless those images or footage are captured at a public event.

The school will not include any personal addresses, phone numbers or other contact details with images of boys and/or girls.

Where possible parental consent should be sought via the visiting pupil's school, e.g. primary school events, or directly from the parent for events not arranged through the child's current school, e.g. taster days for day pupils.

### **Guidelines for capturing pupil images**

Images of pupils engaged in school-related activities may be captured by staff or professional photographers commissioned by the School. These images must conform to appropriate standards of integrity and decency and must avoid any possibility of embarrassment to the subject of the photograph and will be carefully selected, with due

regard to age, context and purpose. In addition it is important to note that the following requirements are met.

### **Dress**

Pupils should be photographed or filmed in suitable clothing. Some activities have a higher risk for potential misuse of imagery than others, such as swimming, gymnastics, dance and athletics. Make sure that the footage or photographs focus on the activity, rather than a full body shot. Special care should be exercised when photographing certain events for example a fashion show or similar.

### **Safety gear**

Appropriate personal protective equipment and safety gear must always be worn by pupils and staff participating in activities that pose a degree of risk. This might range from a gum shield to more extensive equipment. Obviously it must be ensured that pupils are seen to be wearing appropriate clothing and safety equipment for the activity being captured. Pupils should not be photographed wearing jewellery or clothing that could cause safety issues.

For science, design technology and other similar lessons, protective clothing must be worn as necessary, e.g. aprons, gloves, eye protection, ear protection, hair tied back, etc.

For water sports, lifejackets should be worn, and for outdoor sports such as biking, climbing, abseiling, etc. helmets and other safety equipment should be featured.

### **Sensitive areas**

Photography will not be permitted in sensitive areas such as changing rooms.

### **Identification of individuals**

It should not be possible to identify specific individuals from the visual contents of images, e.g. visible names on clothing.

### **Event photography**

When staff members organise events where photography or video capture of pupils by parents, relatives and friends is likely, (e.g. concerts, musical events, other creative arts events, sports fixtures, and other events involving pupils) the following announcement must be made or printed on any brochures for all attendees:

*“Parents and visitors who choose to photograph / film at this venue are reminded of their responsibility not to publish or post the names of individual children or staff online. Photographs and filming should be for personal purposes only. They are also reminded that it is a courtesy to request permission from anyone shown in the picture/footage, before sharing their image online”.*

Or alternatively, the following might be easier and more appropriate in a concert setting:

**“Please would all members of the audience turn off mobile phones. Filming or recording this production is strictly prohibited.”**

For school events (including music concerts, drama productions etc) that may be “centrally” or professionally filmed for publication, the recording should always be stored appropriately.

#### *Music concert/events*

*Viewers are courteously requested not to copy this footage and not to repost on any platform or form of social media without seeking permission from the school. Names of individuals are deliberately not identified. Please respect this.*

The opportunity FOR parents/guardians and other family members to take images can be restricted by the school on health and safety grounds and the school reserves the right to withdraw consent at any time.

#### **For events like Open Mornings and personal visits**

As detailed above, the school requests that visitors take photographs and film for personal purposes only and within reason as they tour around the school. For Open mornings and large public events, a short statement will be included within the programme to this effect.

#### **For events involving prospective pupils or pupils visiting from other schools**

Visitors will be requested not to photograph or film the event at the start of the event or performance both verbally and if there is a programme, a short reminder will be included. Where possible, the school will provide the primary school with photographs or footage following the event.

#### **Use of external professional photographers**

When a member of staff commissions the services of an external individual to capture images of pupils the following criteria must be met:

- Photographer must be accompanied by a staff member at all times whilst on-site unless he or she holds full Eastbourne College Charity specific DBS clearance status
- Photographer must wear visitor identification at all times
- The photographer must work according to this policy
- Staff members responsible for an activity must be made aware in advance of an external photographer’s presence.

Before coming on site and undertaking a photography assignment, external photographers will be asked to confirm that they are compliant with all current data protection regulations and that their storage of photographs complies with the current legislation.

## **Copyright, Credits and Labelling**

When professional photographers (not commissioned and remunerated by the school) or external organisations provide photographs of pupils or St Andrew's Prep facilities, permission to use these images must be sought and due credit should be given if the photographs are used for promotional materials.

## **Reputation of St Andrew's Prep**

It is a disciplinary offence for any pupil or member of staff to publish or transmit any image that brings the School into disrepute. Senior Management reserve the right to view any images taken by staff or pupils relating to the school if there is a possibility that the school's reputation is at risk.

## **Security of Images**

All images should be stored securely, with access restricted to appropriate staff. These arrangements will help to protect potentially inappropriate use of the collection.

Any memory stick, CD or storage device containing images of children should not be taken offsite. If they are taken offsite for further work, it should be suitably encrypted.