

# **Photography and Video Policy**

**St Mary Abbot's  
Church of England  
Primary School**



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### **Photography and Video 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:

#### **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.

#### **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.

#### **Projecting the right image**

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

#### **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 appear in photos 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 in any way embarrass the school or the children and staff involved.
3. It should usually not include any child who left the school more than two years ago.

Point 3 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, Guardians and Governors**

Parents and guardians are **NOT** permitted to take photographs and record videos school events.

However, there are certain exceptions -

These events include:

Musical Events

Sports Day

Nativity Plays

Class Assemblies

Book Character Parade

FoSMAS events held in school or Vicarage Garden (Summer Fair)

Church Services e.g. Weekly Eucharist or Whole School Service (see note 1)

Note 1: Although these Services take place at the church, not the school, we kindly request that the same policy is followed as for events at the school. *Photographs are only allowed to be taken before or after the church service and not during the act of worship.*

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports day, it includes Holland Park 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. Parents should be mindful and respect the views of other parents.

The reason for this restriction is that it is not possible for individual parents to ensure that all 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 when the featured children have left 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 cameras 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 of Policy: September 2017

Policy Review: September 2019