



PHOTOGRAPHIC POLICY

SCHOOL DIVISION: WHOLE
POLICY DIVISION: SAFEGUARDING
POLICY OWNER: Heads of Nursery,
Preparatory & Senior
Schools
DATE: September 2018

1. Introduction

- 1.1. This is a 'Whole School Policy' and informs practice in the Senior School, Boarding House, Preparatory School and Nursery.
- 1.2. This document provides guidance on the appropriate use of images of children at school. It covers still, video and electronic photographic images wherever they are used. The guidance is for staff in Claremont School who wish to use images of children and young people.
- 1.3. We need to make full and proper use of photographic images while meeting the law and preserving the safety of children. This concern focuses on issues around rights of privacy, child protection and copyright ownership. These guidelines address these issues and give advice on good practice.

2. Typical Uses of Photographs

- 2.1. Typical uses of photographs include:
 - For GCSE examination submissions e.g. videos of swimming, trampolining, athletics events.
 - Key skills for P.E.
 - Video Based Learning Project in P.E. If used this software allows for recording and subsequent manipulation of video images of children in physical education and sporting activity.
 - Performing arts including dance and movement, concerts, drama performances and parent evenings.
 - Sports days and sports fixtures and the use of photographic equipment by parents and carers and children from the other school.
 - Media including newspapers and television, especially when some editors require children's names when publishing photographs.
 - Displays in the establishment of children's activities.
 - Publications by the establishment.
 - Websites, Twitter, Instagram and other similar social media applications
 - Staff training and professional development activities.
 - Publicity material.
 - Site security / possible CCTV videos.

- For EYFS Learning Journeys.

3. Management Committee

- 3.1. The Management Committee should formally adopt these guidelines as policy and good practice and ensure that staff are aware of and support the safeguarding policies and procedures.

4. Ownership

- 4.1. Human Rights legislation and the Data Protection Act 1998 give people rights to 'privacy' that is the issue when using photographs. Claremont School must take steps that respect the rights of people in photographs.
- 4.2. The Copyright, Designs and Patent Acts 1988 moved the ownership of copyright to the photographer (or their employer) and away from the person commissioning and paying for the photographs, unless there is an agreement otherwise.

5. Good Practice

- 5.1. The following advice represents good practice in the use of photographic images involving children.
- 5.2. Staff should not, at any time, take or store images on their own personal mobiles, laptops or tablets. Any images taken for educational or marketing purposes should be taken on a school device and storage of these images, when necessary, should be in the Photographic section of the school network. Images should not be stored on USB sticks or other similar mobile data storage devices. Stored images should be reviewed on a regular basis.
- 5.3. When taking a picture Claremont School must respect the wishes of the parent as outlined or agreed on the child's registration form.
- 5.4. Follow the commitment made in the registration form:
 - Not to name the child.
 - Not to use the photograph out of context.
 - Not to use the photograph to illustrate sensitive or negative issues.
- 5.5. When photographing children:
 - Ensure all children are appropriately dressed.
 - Avoid images that only show a single child with no surrounding context of what they are learning or doing with the exception of the identity shots taken at the beginning of the academic year or for the EYFS Learning Journey.
 - Photographs of three or four children are more likely to also include their learning context.
 - Do not use images of a child who is considered very vulnerable, unless parents/carers have given specific written permission.
 - Avoid naming young people. If a name is required then use the first name only where possible.
 - Use photographs that represent the diversity of the young people participating.
 - Report any concerns relating to any inappropriate or intrusive photography to the Headteacher (Prep) or Deputy Head (Senior).

- Remember the duty of care and challenge any inappropriate behaviour or language.
- Do not use images that are likely to cause distress, upset or embarrassment.

5.6. Regularly review stored images and delete unwanted material (see 5.2)

6. Parental Permission

6.1 During your child's time at Claremont we may wish to take photographs of activities they are involved in. The photographs may be used by the School for displays, publications to include local newspapers and online to include the School website and social media feeds. Use of images of children requires the consent of the parent, which is done via the Parent Contract when a child joins Claremont.

6.1. When a parent does not agree to their child being photographed, the Head must inform staff and make every effort to comply sensitively. In the case of EYFS Learning Journeys this can be achieved, but evidence has to be non-photographic.

6.2. For example, if a child whose parents have refused permission for photography is involved with a sports event, e.g. a football match, it may not be appropriate to photograph the whole team. Careful liaison with parents is therefore essential. With discussion it may be possible to agree other options. The parent may accept a team photograph if names are not published or they may be prepared to relent if it affects the whole team.

6.3. When photographic images are transmitted or shared beyond the establishment e.g. television broadcasts, images on intranet sites, specific permission should be obtained.

7. Inter-School Fixtures

7.1. Apply these guidelines to inter-school events. If a vulnerable child is involved, it will be necessary to liaise with a member of staff from the other establishment, so that they are aware of the wishes of the parents/carers of the child and seek the cooperation of the parents of the opposing team.

8. Teacher Training and Portfolios

8.1. During teacher training and with newly qualified staff, colleagues need to compile portfolios with photographs of children during lessons. Staff should act responsibly in compiling these images. A member of the Senior Leadership Team may wish to oversee the compiled images as part of the management process and consider their appropriateness.

9. Displays in Schools

9.1. Still photographs shown on displays and video clips available during open/parents' evenings should depict children in an appropriate way. They should not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Do not use photographs or images likely to cause embarrassment.

10. Parents Evenings, Concerts and Presentations

10.1. To allow the appropriate recording of children's images by parents/carers:

- Ensure that children are appropriately dressed.
- Check that parental permission has not been refused.
- Monitor the use of cameras and anyone behaving inappropriately.

11. Practical Examination Evidence

11.1. This covers the use of video material recording pupils' level of performance in examined practical aspects, that are unable to be assessed during the moderating examiner's school visit. The protocol laid down by the major exam boards is that this material should be returned to the establishment when the examiner has completed his/her judgments. It would therefore be good practice for colleagues to establish what will happen to the video evidence in discussion with the external examiner during their visit.

12. Children Photographing each Other

12.1. This practice can occur extensively during offsite activities particularly during residential periods. Staff should maintain the supervision and management control (see also "Educational Trips and Visits Policy"). There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Such incidents should be dealt with in line with the school's existing disciplinary policies including the Acceptable Use, Anti-Bullying and Cyber bullying policies.

13. Newspapers

13.1. Several scenarios can occur with team photographs:

- When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur.
- If a parent is not happy to have a child's name printed on a photograph then consideration could be given to publishing the photograph with no names. The Head should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
- If parents of a child have indicated that the child is vulnerable and should not have a photograph printed then a team photograph may not be appropriate.

13.2. Photo opportunities:

When an establishment invites a newspaper to celebrate an event, the Head should make every effort IN ADVANCE to ensure that the newspaper's requirements can be met. It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Newspapers will often not print anonymous photographs. Establishments must give thought to this beforehand and parental permission/opinion must be their key guidance.

14. Use of Internet and Social Media Sites

14.1. All staff should know good practice in relation to the use of images online and ensure that they only use appropriate images that follow this guidance. For example, if a child has successfully completed a gymnastics award, it would be appropriate to show the child in a tracksuit rather than leotard.

- 14.2. Use of images of pupils on the school's social networking sites such as Facebook, Twitter and Instagram are also governed by this policy. Those managing these sites should be sensitive to appropriateness of images (see 5.5)
- 14.3. Pupils are informed about privacy rights with photography and videoing during PSHE and through the "Cyber-bullying" and "ICT Acceptable Use" policies. These set out sanctions for abuse of rights.
- 14.4. Parents are invited to access the Learning Journeys of their children online. Parents will be invited to contribute to them. Parents will only be able to access their own child's Learning Journey.

Policy Owner

- 14.5. The policy owners are the Heads of the Nursery, Preparatory and Senior Schools.

15. Issue Date

- 15.1. Issue date: September 2018.

16. Review Date

- 16.1. This policy will be reviewed biennially. The next review is due in September 2020.

Ratified by WSLT:



Mr E Dickie
Head of Senior School

September 2018