



## Photographic Policy

**School Division:** Whole School  
**Policy Division:** Safeguarding  
**Policy Owner:** DSL for CSS & CPS  
**Date:** September 2021

### 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 at 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
  - 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 child protection 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. When taking a picture, Claremont School must respect the wishes of the parent as outlined or agreed on the child's registration form.
- 5.3. 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.
- 5.4. 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 Head
  - 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.
- 5.5. Regularly review stored images and delete unwanted material.

- 5.6. Staff should not keep any school photographs or photographs of Claremont pupils on personal PCs, tablets or phones.

## **6. Parental Permission**

- 6.1. Use of images of children require the consent of the parent, which is done via the registration form when a child joins Claremont. Withdrawal of consent should be obtained using the form in Appendix 1, at any time. The form covers use of the photographs in publications and on websites. Each year as part of a standard communication we ask parents if they wish to change their permission. If they do, encourage them to contact the Head.
- 6.2. 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.
- 6.3. 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 on 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.
- 6.4. 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 Days/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. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images.

## **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/Intranet Sites**

14.1. Many establishments will have an internet/intranet facility. The site manager should know good practice and ensure that the establishment only uses 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. 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.

14.3. Parents in EYES will be 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.

## **15. Policy Owner**

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

## **16. Issue Date**

16.1. Issue date: September 2021.

## **17. Review Date**

17.1. This policy will be reviewed annually. The next review is due in September 2022.

**Principal's Signature:**

**Mr G. Perrin**

**September 2021**

**Appendix 1: Withdrawal of Consent Form for Photography and Images of Children**

Dear Parent,

During your child's time at Claremont we may wish to take photographs of activities they are involved in. The photographs may be used for displays, publications and on a website by us, or by local newspapers. By signing the Application Form for registration of your child, you were giving your consent to photographs of your child being taken and used by the School.

Photography, or filming, will only take place with the permission of the Head or Principal and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named if there is a particular reason to do so (e.g. they have won a prize) and home addresses will never be given out.

Before taking any photographs of your child, we need your permission. Please fill in the form below to indicate whether you give consent for photographs to be taken and used by the school. You can ask to see images of your child held by the School. You may withdraw your consent at any time.

If you wish to attend School functions and take photographs of your own and other people's children, please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events.

Google Consent form sent to all parents



Please enter your child's / children's name (s) \*

Your answer



I give permission for my child / children to be photographed at school and occasionally for those images to be used on display boards, in the school prospectus, Termly Review and student magazines, newsletters, school managed website, official ISP website, social media feeds and any other publications produced for promotional purposes, including regional and national media (i.e.local newspapers, radio stations, consumer magazines and associated websites). \*

Yes

No

Submit