

Photography and Media Policy

Document Management Information

Applicable to:	All staff in all Academies and Central Support Services including individuals employed by the Trust, contractors and agency staff. All Members and Trustees.
Dissemination:	The policy will be available to staff via the Trust's Policy Centre and to stakeholders via the website.
Implementation:	Applicable to all DRET academies
Training:	On request

Review Frequency:



- 7.8. The Consent Form will be valid indefinitely, unless the pupil's circumstances change in any way, e.g. if their parents separate, or consent is withdrawn.
- 7.9. If there is a disagreement over consent, or if a parent does not respond to a consent request, it will be treated as if consent has not been given, and photographs and videos will not be taken or published of the pupil whose parents have not consented.
- 7.10. All parents are entitled to withdraw or change their consent at any time during the school year.
- 7.11. Parents will be required to confirm on the Consent Form, in writing, that they will notify the academy if their child's circumstances change in any way, or if they wish to withdraw their consent.
- 7.12. For any LAC pupils, or pupils who are adopted, the DSL will liaise with the pupil's social worker, carers or adoptive parents to establish where consent should be sought. Consideration will be given as to whether identification of a LAC pupil, or pupils who are adopted, would risk their security in any way.
- 7.13. Consideration will also be given to any pupils for whom child protection concerns have been raised. Should the DSL believe that taking photographs and videos of any pupils would put their security at further risk, greater care will be taken towards protecting their identity.
- 7.14. A register of consent will be maintained by each academy. This list will be updated when new consent forms are provided.
- 7.15. If any parent withdraws or changes their consent, or the DSL reports any changes to a pupil's security risk, or there are any other changes to consent, the list will also be updated.

8. General procedures

- 8.1. Photographs and videos of pupils will be carefully planned before any activity.
- 8.2. The DPO will be consulted in the planning of any events where photographs and videos will be taken.
- 8.3. Where photographs and videos will involve LAC pupils, adopted pupils, or pupils for whom there are security concerns, the headteacher will liaise with the DSL to determine the steps involved.
- 8.4. When organising photography and videos of pupils, the headteacher, as well as any other staff members involved, will consider the following:
 - x Can general shots of classrooms or group activities, rather than individual shots of pupils, be used to fulfil the same purpose?
 - x Could the camera angle be amended in any way to avoid pupils being identified?
 - x Will pupils be suitably dressed to be photographed and videoed?
 - x Will pupils of



x Transgender pupils should be consulted about the arrangements for any school photographs, and if they agree, the academy should ensure that the images do not reveal any confidential information.

- 8.5. The list of all pupils of whom photographs and videos must not be taken will be checked prior to the activity. Only pupils for whom consent has been given will be able to participate.
- 8.6. The staff members involved, alongside the headteacher and DPO, will liaise with the DSL if any LAC pupil, adopted pupil, or a pupil for whom there are security concerns is involved. (see Section 8 of this policy)
- 8.7. Academy equipment will be used to take photographs and videos of pupils. Exceptions to this are outlined in Section 9 of this policy.
- 8.8. Staff will ensure that all pupils are suitably dressed before taking any photographs or videos.
- 8.9. Where possible, staff will avoid identifying pupils. If names are required, only first names will be used.
- 8.10. The academy will not use images or footage of any pupil who is subject to a court order.
- 8.11. The academy will not use photographs of children or staff members who have left the academy, without parental consent.
- 8.12. Photos and videos that may cause any distress, upset or embarrassment will not be used.
- 8.13. Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the DPO.

9. Additional safeguarding procedures

- 9.1. The Trust understands that certain circumstances may put a pupil's security at greater risk and, thus, many extra precautions are required





- 12.2. When the media are allowed to be present in an academy or at academy event, this will be on the condition that they observe this policy.
- 12.3. Where the media are allowed to be present at a particular event the academy will ensure that students and their parents/or carers are informed of the media presence in advance. If no objection is received, then the academy will assume that unnamed photographs may be published.
- 12.4. If the media entity wants to publish named photographs then they must obtain specific consent from those students with capacity to consent or the parents of those without capacity. The academy will require the media entity to check with the academy before publication so that the academy can check that any objections have been taken into account.
- 12.5. Where consent is requested it must be in line with UK GDPR e.g. freely given, specific, informed,



- 14.3. Paper documents will be shredded or pulped, and electronic memories scrubbed clean or destroyed, once the data should no longer be retained.
- 14.4. The DPO will audit stored images and videos periodically to ensure that all unwanted material has been deleted.
- 14.5.



- x Acting in accordance with this policy.

15.4. The Trust's Data Protection Officer (DPO) is responsible for:

- x Informing and advising the academy and its employees about their obligations to comply with the UK GDPR in relation to photographs and videos at school.
- x Monitoring the academy's compliance with the UK GDPR with regards to processing photographs and videos.
- x Advising on data protection impact assessments in relation to photographs and videos and vcpC 3 (ro)4.



Appendix 1 - Student consent form for use of photographs and media for external use

USE OF PHOTOGRAPHIC IMAGES BY THE MEDIA CONSENT FORM

Occasion

We have invited [name of thirdparty media company e.g. local paper, BBC news] to report on [reason for visit] This will entail individual and groups of students being interviewed by the media and having