



Crowle Primary Academy

PHOTOGRAPHY POLICY



Aims and objectives

At Crowle Primary Academy we welcome positive publicity. Photographs and videos add colour, life and interest to school activities and initiatives and help the school community to identify and celebrate the school's achievements.

We recognise the images must be used in a responsible way. We respect our children's and adults' rights of privacy and are aware of safeguarding issues. However we need to balance this risk, and risks can be minimised by following the guidelines detailed in this policy.

Data Protection Act

Photos and images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. For this reason we require consent of either the individual concerned or in the case of pupils their legal guardians before we can display these images in the media, in publications, on websites or in public places.

When a child joins our academy, parents are issued with a home/school agreement which contains a permission statement for the use of photographs and videos. These are kept centrally, with a log compiled for permission. If this is not returned, it must be counted as 'permission is not given'.

Safeguarding Issues

Risk occurs when individual pupils can be identified by their names alongside photographs. Therefore only first names of individuals in a photograph will be used. We will not provide names for any other purpose unless special parental consent has been received. We will try to use group photos rather than photos of individuals whenever possible.

The content of photographs can be used or adapted for inappropriate use. Therefore only images of children in suitable dress will be taken.

Should the school learn of any inappropriateness of image use involving pupils, we will immediately act and report it as we would for any other safeguarding issue.

Images taken by Staff

Images will be taken using **only** school equipment. Personal mobile phones must not be used for taking images of children (see mobile phone policy).

Images taken by adults other than school staff (see mobile phone policy)

The academy encourages parents / carers to take videos and photos of school events, for example sports day. Parents are asked not to publish these on any internet sites unless they only contain images of their child.

When a commercial photographer / film maker is used we will provide a clear brief, issue identification, inform parents and children and not allow unsupervised access to children.

Images taken by children

The academy encourages children to take photographs and videos of each other as a way of recording events and as part of their curriculum. This may take place within the academy, on trips or on residential visits.

This is done under close supervision, and we teach our children a 'code of conduct' that ensures privacy. Infringement of this respect of privacy is akin to bullying and will be dealt with following the academy's Behaviour Policy.

Images on the academy website and App

All of the above precautions also apply to images on the academy website. We will ensure;

- We have parental permission before using images of pupils



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- Only use a child's first name
- Try to use group photos rather than individual children
- Ensure that image file is appropriately named (NOT pupil's names)
- Only use images of pupils in suitable dress
- Headteacher will check website and app on a regular basis to ensure there are no inappropriate images.

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