

British Overseas School: Photographs and Photography Policy



This Policy applies to all pupils including EYFS

A. Introduction

Photography in schools is subject to best practice procedures regarding the rights of individuals to have information of a personal nature treated in an appropriate manner whilst protecting the privacy of individuals and families.

As well as these rights, restrictions on photography arise from issues of Safeguarding and Copyright in performances.

The British Overseas School recognises that it is difficult to balance the benefits of having photographic records of the wide variety of events that take place day to day in a school environment, whilst also appropriately protecting the individuals associated with the school.

Extra care must be taken when considering the role of photography with EYFS pupils in the school.

B. Definitions

'Photography' or 'photographs' includes photographic prints, streaming media and transparencies, video, film and digital imaging, created using devices such as cameras, video cameras, phones or tablets, etc.

'The School' is the British Overseas School

'In School' is whenever and wherever students and staff are the responsibility of or are representing the School.

'Parent' means anyone with parental rights and responsibilities in relation to a student, or EYFS pupil, including Guardians and Carers.

'Permission' and/or 'consent' refers to the *implicit* permission or consent, assumed to have been given by parents for the use of 'photographs' of their children unless that 'permission' or 'consent' *has specifically been withheld* via the Consent Form (Appendix 1)

C. Photography Policy Statement

- Photographs taken for curricular, assessment, security, registration, training and development or travel reasons will not be used for any other purpose. This includes EYFS pupils who have their photographs taken to provide evidence of their achievements for developmental records and as part of their end of Foundation Stage Profile.
- Publicity photography is helpful in publicising the success of the students and the school and in promoting educational initiatives. From time to time members of the press and media may be invited into school to cover events celebrating success. However, the views of parents who, for any reason, do not wish their children to appear in such photographs will be respected at all times as will the views of the senior students. (see Appendix 1- Media Consent Form),
- The British Overseas School will judge each situation regarding photographs and video images portraying students *on a case by case basis*. The School will use reasonable judgement when using images for the progression of the School and its students whilst always respecting the wishes of the individual and their parents.

D. The Aims of this Policy

The policy aims to:

- Facilitate photography for the business purpose of the school
- Facilitate photography for educational and record keeping purposes, including the EYFS Profile.
- Respect the rights of the individual
- Safeguard individuals
- Allow personal family photography where possible

E. Use of Digital and Video Images

The development of digital imaging technologies has created significant benefits to learning, allowing staff and students instant use of images that they have recorded themselves or downloaded from the internet. However, staff and students need to be aware of the risks

associated with sharing images and with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term.

The British Overseas School will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm (see Acceptable Use Policy for Students; Acceptable Use Policy for Staff, Staff Code of Conduct, Parent Contract, Social Media Policy, School Privacy Notice):

- When using digital images, staff should inform and educate students about the risks associated with the taking, using, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet, for example on social networking sites.
- Staff are allowed to take digital/video images, using School equipment, to support educational aims, but must follow school policies concerning the sharing, distribution and publication of those images.
- Care should be taken when taking digital/video images that students are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Students must not take, use, share, publish or distribute images of others without their permission
- Photographs published on the website, or elsewhere that include students will be selected carefully and will comply with good practice guidance on the use of such images.
- Students' full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Written permission from parents or carers will be obtained before photographs of students are published on the school website or for other promotional material (see Appendix 1)
- Cameras and mobile phones are prohibited in the toilet or nappy changing areas of EYFS classrooms.
- Visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of EYFS pupils at any time.

School staff can be involved in the photography of students and staff for the following main purposes:

- Student administration.
- Curriculum or course work.
- EYFS Profile record keeping and evidence gathering.
- School and community activities (for example, the school website, newsletter, etc)

F. Good Practice

The following advice represents good practice in the use of photographic images involving students.

1. When taking a picture the staff member must ensure that parental consent has been given or not withheld. This provision includes EYFS children.
2. Ensure that the commitment made in the consent form (appendix 1) is followed:
 - a. Not to name the student
 - b. Not to use the photograph out of context
 - c. Not to use the photograph to illustrate sensitive or negative issues
3. When photographing students:
 - a. Check that parental permission has not been withheld via the Consent Form (see Appendix 1). Staff should note that a list of students without Media Consent will be kept centrally in the School Office at both the Secondary and Primary Schools. It is each member of staff's responsibility to check this list if they intend to use any images of students.
 - b. Ensure all students are appropriately dressed.
 - c. Avoid photographs that only show a single child with no surrounding context of what they are learning or doing - unless the photograph is for identification purposes.
 - d. A photograph for identification purposes may endure for several years but should not be retained when replaced or expired.
 - e. Do not use images of a student who is considered vulnerable.
 - f. Avoid naming students. If a name is required use only the first name.
 - g. Use photographs that represent the diversity of the students participating.

- h. Events such as, Sports day, Football Night, etc may be recorded by video and photograph by staff and parents; however Primary School Productions will be photographed professionally and parents will be requested not to.
 - i. Report any concerns relating to any inappropriate or intrusive photography to the Safeguarding Officer.
 - j. Do not use any images that are likely to cause distress, upset or embarrassment.
4. Staff should use school equipment wherever possible for recording images of children. If, exceptionally, it is necessary for staff to use their own equipment (for example due to the malfunction of school equipment or an unexpected event) then the image should be handed to the school at the earliest opportunity and deleted from personal equipment, including cell phones.
 5. Notwithstanding the above the School recognises that students and staff may take their own equipment on trips and expeditions in which case the images should be downloaded onto the school site as soon as possible and then be removed from their own recording device.
 6. Cell phones have in built cameras and staff are advised to use these sparingly, if at all. We understand that to capture a 'moment' to use as evidence or promoting the school, the use of personal phones, by Staff, is permitted. However, the images should be declared to a member of the Senior Leadership Team and downloaded as soon as practical and deleted from the device immediately after download.
 7. Visitors may only use their phones outside the building.
 8. Photographs taken by staff on school visits may be used in the curriculum and displayed within the school or at parents' evenings to illustrate the work of the school provided they have the appropriate consent.
 9. Copyright and use of photographs is carefully controlled by and retained safely by the school. Photographs taken professionally are available to parents, for purchase.
 10. Photographs held by the school must be annotated with the date on which they were taken and stored securely. They should not be used other than for their original purpose, unless permission is obtained.
 11. Digital photographs are stored on the Teachers' Drive and Shared Drive accessible to Staff only.
 12. Staff will regularly review stored images and delete unwanted material.

G. Photographs by Other Agencies

The involvement of other agencies can only be authorised by the Principal.

The other agencies are:

- Reputable commercial photographers, commissioned by the Principal. The law allows them to retain the copyright of the photographs.
- The press and other media. Copyright rests with the photographer.

The purpose of the pictures must be explained to the parents or the students themselves (if over the age of 16) and written permission (through the Media Consent Form) must be sought.

Students must not be photographed for these purposes under any circumstances unless written permission has been obtained.

Parents should be made aware that, when class or group photographs are taken by a commercial agency, the photographer retains the copyright. They should be given contact details of the agency used.

H. Parent Photography

Photography in schools traditionally forms an enduring part of each family's record of their child's progress and a celebration of success and achievement as well as being an established social practice.

Where practical, arrangements can be made to allow photographs to be taken by parents and other guests attending school events. Photography must not, though, be allowed to upset the performance or smooth running of the event or affect the health and safety of students and others.

The School's Media and Photograph consent form **MUST** have been completed for every pupil prior to them attending the school, to enable parents to register their permission/non-permission for parent photography to take place.

When a parent does not agree to their child being photographed, the Principal of The British Overseas School, or a member of the senior Leadership Team, must inform staff and make every effort to comply sensitively.

Parental photography must not include any child whose parent has refused consent for any reason. This may necessitate offering photography opportunities before or after the event of those who are authorised to be involved.

Parental photography is secondary to the main aims and purposes of performances and must not be allowed to interfere with the opportunities for student participation.

Commercial copyright in a dramatic performance or musical may exclude any audio or video recording by the public (i.e. other than the school for internal purposes) and in that event parents and their guests must be informed that the infringement of copyright is strictly forbidden.

If parents are unsure whether or not permission has been given by staff to record a particular performance or event, they should ask the person responsible for organising it. If permission is granted it will be for private use only and not for social media sites.

I. Student Photography

Students will photograph each other extensively during certain activities especially during school social, sports and arts events as well as school trips. Staff should maintain the supervision and management control expected in their "duty of care" role. They must ensure they inform all students of the expectations with regard to photographing their peers.

Students should be educated about acceptable behaviour when photographing their peers. There may be incidents where students take inappropriate photographs, perhaps showing friends and other students inappropriately dressed. Staff must endeavour to discourage this practice, as it is open to abuse, but ultimately parents are responsible for monitoring their child's use of personal cameras and subsequent use of images involved. Each pupil is required to sign the Acceptable Use Policy for Students at the start of each academic year.

J. Examples of Specific Situations

1. Inter-School Fixtures

If a student who is vulnerable or does not have consent is involved in such an event, it is necessary to liaise with a member of staff from the other establishment so they are aware of the parent/carers wishes and can seek the cooperation of the parents from the opposing team. In this situation spectating students must be made aware they cannot take, use, share, publish or distribute images of others without their permission.

2. Teacher Training Portfolios

It may be necessary during staff CPD for colleagues to compile portfolios of evidence. Staff must act responsibly when compiling these images and a member of the SLT may wish to see the images in the portfolio to consider their appropriateness.

3. Displays

Displays must depict students in an appropriate way and the relevant permissions must be obtained.

5. Newspapers

Team photographs – if a parent is not happy to have a child’s name printed on a photograph or even be included in the photograph then consideration must be given to publishing the team without any names, or without some students.

Photograph Opportunities – newspapers will not normally publish photographs of small groups of students without full names. This means that often The British Overseas School will only be able to offer photograph opportunities to those students who parents are happy for them to be photographed or named.

6. Internet Sites

The ICT Department and Public Relations Manager must only use appropriate images on the website or on social media. For example, a student who has achieved success in swimming should only be photographed in a tracksuit and not in a swimsuit.

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K.Appendix 1

Annual Media Consent Form

The purpose of this form is to offer parents, guardians and carers the opportunity to withhold permission for their child(ren) to be photographed whilst at school.

opt-out of obtain consent from parents to use photographs and other 'media' to promote the school and to celebrate publicly, the successes and achievements of pupils, both during and after their education at The British Overseas School.

From time to time representatives of the news media are invited to cover events at the British Overseas School. When this happens there is a possibility your child/ren may be photographed, videoed, or interviewed for a news story.

I hereby consent to the use of photographs/videos/interviews taken of my child/ren by The British Overseas School or the media for the purposes of advertising or publicising events, activities, facilities, programmes of The British Overseas School in newspapers, newsletters, website, other publications, television, radio and other communications and advertising media.

Media Consent:

Please tick one of the choices below:

- Yes, I allow my child/ren to be used for publicity by and for the School (as mentioned above)
- No, I do not want my child/ren to be used for publicity by and for the School (as mentioned above)

There may be occasions where a newspaper or magazine article is written about an event, the success of a sports team or winners of a competition, in these cases the newspaper or magazine will want to publish photographs with names attached.

I hereby consent to the use of photographs taken of my child/ren by Newspapers or magazines to celebrate victories or recognise events to be published with the name of my child associated with the picture.

Specific Media Consent:

Please tick one of the choices below:

Yes, I allow my child/ren to have their name associated with their photograph in newspaper or magazine articles (as mentioned above)

No, I do not want my child/ren to have their name associated with their photograph in newspaper or magazine articles (as mentioned above)

Social Media:

Yes, I allow my child/ren to be used on the The British Overseas School social media pages

No, I do not want my child/ren to be used on the The British Overseas School social media pages