Photographic and Video Images Policy 2025

St Augustine's Catholic Primary School

Approved by:	Head Teacher	**Date:**	January 2025
Last reviewed on:	December 2020		
Next review due by:	January 2027		

School Mission Statement

At the heart of our Catholic faith, we pursue the truth and strive for excellence. The more we recognise and appreciate the beauty and goodness in ourselves and others, the more we come to recognise God.

At St Augustine's School, we share the Light of Christ with each other and feel a sense of belonging to the family of the Church.

Our school is a place of order, stability, tolerance and love, where we foster good relationships between home, school, parish, local and wider community.

Together we will make this school a place where everyone is nurtured, supported and valued while being circled by God's love.

When God's love enters our hearts, we grow in wisdom and understanding.

1 Principles

This policy details the rules governing photography and recording videos at the school, the distribution of these photos and videos, and their publication on the internet. It is based around the principles of good information handling, outlined in the Data Protection Act 2018. It covers the rules for staff, governors and parents, and is founded on four main principles.

1.1 **Safety:** The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at the school.

1.2 **Privacy:** We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at the school.

1.3 **Protecting the school's image:** Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.

1.4 **Sharing children's achievements:** It is natural for every parent to want to share their children's activities and achievements at school with their friends and family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

2 Parental permission

2.1 All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school. This form will be given to the parents or carers of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

2.2 In addition to the above, all parents and carers will be asked to sign a consent form allowing their child's image to be used on the school website. If a photograph is used, we avoid naming the pupil. The school encourages all parents and carers to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents/carers may withdraw consent at any time, or grant consent if they had previously declined, by writing to the school office.

3 School performances

3.1 The Data Protection Act 2018 does not apply to photographs/videos taken by parents and family members **for personal use only.**

3.2 Parents/carers (and family members) are permitted to take photographs and record videos at designated school events, as long as they agree to the conditions described in this policy. These events include assemblies, plays and productions,

Christmas/Summer Fairs and sports events. We ask that photographs and videos are not taken during school Masses.

3.3 At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports days, it includes the local park or recreational ground. and field. It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the head teacher.

3.4 It is not permitted to use a camera on school premises **at any time** outside these designated events unless explicitly authorised by the head teacher.

3.5 Photos taken at these events are **for your own personal use only**. They **must not** be published on **any** internet site. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services.

3.6 Parents/carers (and family members) are expected to follow the '**Use Your Camera and Video Courteously' Code**. (attached)

4 Media publications

4.1 On occasions, external organisations request that photographs are taken for publicity purposes. Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the school may have raised money for a charity whose representative wants to receive the donation in person. In this situation, where children's images might be made public, the school will inform parents and carers in advance and request permission. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

5 Monitoring

5.1 This policy will be monitored by the governing body and revised as appropriate, and not less than two years from the date of its adoption. Any incidents of concern relating to this policy should be referred to the headteacher.

'Use Your Camera and Video Courteously' Code

A guide for parents/carers (and family members) who wish to use photography and/or video a school event

Generally photographs and videos for school and family use are a source of innocent pleasure and pride which can enhance self- esteem for children and their families. By following some simple guidelines we can proceed safely and with regard to the law:

1. Remember that parents/carers (and family members) attend school events at the invitation of the headteacher and governors.
2. The headteacher and governors have the responsibility to decide if photography and videoing of school performances is permitted.
3. The head and governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children, staff and other parents/carers (and family members) are not distracted.
4. Parents/carers (and family members) must not photograph or video children changing for performances or events.
5. Parents/carers (and family members) must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity;
6. Parents/carers (and family members) can use photographs and videos taken at a school event for **their own personal use only**.
    a. Such photos and videos cannot be sold and must not be put on the web/internet due to existing Data Protection legislation, which in such circumstance is likely to be contravened;
    b. If you are accompanied or represented by people that school staff do not recognise they may need to check out who they are if they are using a camera or video recorder.

Please note that parents/carers (and family members) are only allowed to take photographs/videos in school, if the consent form has been completed.

Consent Form

To access the google form please click on the link: Photograph Permission Form