



Photography & Videoing Policy



ST. Peter's Cross Keys Primary C of E Academy



Our Vision

'Rooted in love we flourish and grow'

'Jesus said that the kingdom of God is like a little mustard seed. This seed is very tiny at first but this is just the beginning of something. When this little seed is planted it grows into a huge tree, a tree so big that birds come and sit on its branches!'

Matthew 13: 31-33

Jesus teaches us that all good things must start with small beginnings.

At St. Peter's we believe that learning continues throughout life and that we should develop the skills that enable life-long learning to take place. We believe that all children should be inspired and enthused by the challenges we present to them, and feel secure and supported so that they can try new and difficult experiences. We believe that through our teaching, we equip children with the skills, knowledge and understanding necessary to be able to make informed choices about the important things in their lives. Central to this is the commitment that inclusion for all children is at the heart our vision with the belief that removing barriers to participation and learning allows everyone to benefit fully from the educational opportunities we provide.

Our Mission

As a school, we have a strong focus on supporting children to develop an understanding of themselves, and crucially, an understanding of how they operate and develop as learners. All staff have a key role to play in nurturing self-esteem to support children in developing:

- A clear sense of belonging.
- Ambition for their future.
- The attributes of Critical Thinkers, Problems Solvers, Team Players and Resilient Learners.
- The knowledge and understanding to be a champion for change in our local community and to be a positive influence in the community and for themselves.
- Their personal, moral and spiritual development within a Christian framework

Our Core Values

Community

Peace

Hope

Wisdom

Dignity

Joy

St. Peter's Cross Keys Academy- Photography and Videoing Policy

We use imagery and videos for a variety of purposes, including display boards, educational purposes, twitter and the school website. We also understand that parents may also wish to take videos or photos of their children participating in school events for personal use.

Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the General Data Protection Regulation (GDPR), the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The school has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the school with regard to pupils' safety. In order to ensure that, as far as possible, the use of photography and video is used safely at all times, the policy requirements below should be followed.

Definitions

For the purpose of this policy:

Personal use of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo, and are not intended to be passed on to unknown sources. The principles of the GDPR do not apply to images and videos taken for personal use.

Official school use is defined as photography and videos which are used for school purposes, e.g. for building passes. These images are likely to be stored electronically alongside other personal data. The principles of the GDPR apply to images and videos taken for official school use.

Media use is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for a local newspaper. The principles of the GDPR apply to images and videos taken for media use.

Staff may also take photos and videos of pupils for "**educational purposes**". These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events, assessment and workbooks. The principles of the GDPR apply to images and videos taken for educational purposes.

Academy and Parent responsibilities:

The Head Teacher is responsible for:

1. Submitting consent forms/pupil details to parents with regards to photographs and videos being taken whilst at school. These are issued when a child starts at St Peter's Cross Keys and can be changed at any time. Revoked consent cannot be applied to images used retrospectively
2. Ensuring that all photos and videos are stored and disposed of correctly in line with the GDPR
3. Deciding whether parents are permitted to take photographs and videos during school events
4. Communicating this policy to all the relevant staff members and the wider school community, such as parents.
5. Liaising with social workers to gain consent for photography and videos of LAC pupils.

Parents are responsible for:

1. Completing the consent /pupil details forms when their child starts at this school
2. Informing the school in writing where there are any changes to their consent
3. Acting in accordance with this policy.

Parental consent

The school understands that consent must be a positive indication. It cannot be inferred from silence, inactivity or pre-ticked boxes. Where consent is given, a record will be kept documenting how and when consent was given and last updated.

The school ensures that consent mechanisms meet the standards of the GDPR. Where the standard of consent cannot be met, an alternative legal basis for processing the data will be found, or the processing will cease.

All parents will be asked to complete the Consent Form when their child enrolls at St Peter's Cross Keys which will determine whether or not they allow their child to participate in photographs and videos. The Consent Form will be valid for their term of schooling at St Peter's Cross Keys Academy unless the consent is withdrawn in writing.

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.

For any LAC pupils, or pupils who are adopted, the Designated Safeguarding Lead 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 an LAC pupil, or pupils who are adopted, would risk their security in any way.

Consideration will also be given to any pupils for whom child protection concerns have been raised. Should the Designated Safeguarding Lead 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.

A list of all the names of pupils for whom consent was not given will be created by the School Business Manager and circulated to all staff members. Copies of the list are in the Important Information File in each classroom.

If any parent withdraws or changes their consent, or the Designated Safeguarding Lead reports any changes to a pupil's security risk, or there are any other changes to consent, the list will also be updated and re-circulated.

General procedures

Photographs and videos of pupils will be carefully planned before any activity.

Where photographs and videos will involve LAC pupils, adopted pupils, or pupils for whom there are security concerns, the Designated Safeguarding Lead will liaise with staff to determine the steps involved.

When organising photography and videos of pupils, the staff members involved, will consider the following:

- Can general shots of classrooms or group activities, rather than individual shots of pupils, be used to fulfil the same purpose?
- Could the camera angle be amended in any way to avoid pupils being identified?
- Will pupils be suitably dressed to be photographed and videoed?
- Are the photographs and videos of the pupils completely necessary, or could alternative methods be used for the same purpose? E.g. could an article be illustrated by pupils' work rather than images or videos of the pupils themselves?

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.

The staff members involved, will liaise with the Designated Safeguarding Lead if any LAC pupil, adopted pupil, or a pupil for whom there are security concerns is involved.

Where possible, staff will avoid identifying pupils. If names are required, only first names will be used. However local newspapers may print full names and ages of pupils.

The school will not use photographs of children or staff members who have left the school, without parental consent or the ex-staff members consent. However any photographs used prior to the child's leaving date will not be removed from the medium they are placed on e.g. school website, Twitter

Photos and videos that may cause any distress, upset or embarrassment will not be used.

Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the Data Protection Officer.

6. Additional safeguarding procedures

The academy understands that certain circumstances may put a pupil's security at greater risk and, thus, may mean extra precautions are required to protect their identity. Such as a pupil who is a LAC or who has been adopted. The academy will liaise with the pupil's social worker, carers or adoptive parents to assess the needs and risks associated with the pupil.

School-owned devices

Staff will only take photos and videos of pupils using school equipment.

Staff will not use their personal mobile phones, or any other personal device, to take images and videos of pupils.

Photographs and videos taken by staff members on school visits may be used for educational purposes, e.g. on displays or to illustrate the work of the school, where consent has been obtained.

Digital photographs and videos held on the school's drive are accessible to staff only.

Use of a professional photographer

If the school decides to use a professional photographer for official school photos and school events, the headteacher will:

Issue the photographer with identification, which must be worn at all times.

Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photographs for any other purpose.

Ensure that the photographer will comply with the requirements set out in GDPR.

Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images or videos are not used for any other anything other than the purpose indicated by the school.

Permissible photography and videos during school events

If the headteacher permits parents to take photographs or videos during a school event, parents and carers will:

Remain seated while taking photographs or videos during concerts, performances and other events and avoid disturbing others in the audience or distracting pupils when taking photographs or recording video.

Minimise the use of flash photography during performances.

In the case of all school events, make the focus of any photographs or videos their own children.

Ensure that any images and recordings taken at school events are exclusively for personal use. Parents and carers are required to sign the pupil admission/details form each year which contains the following statement,

“any photos or video recordings I may take in school are for my personal use only and I confirm that I will not post on social media or other sites, photos or videos of children who are not my own, unless I have sought the specific permission from their parent or carer beforehand.’

Refrain from taking further photographs and/or videos if and when requested to do so by staff.

All parents / carers who take video of academy performances are required to sign a proforma confirming that it is for their own personal use and will not be shared without permission from the parents/ carers of other pupils in the recording.

Storage and retention

Images obtained by the school will not be kept for longer than necessary.

Hard copies of photos and video recordings held by the school will be annotated with the date on which they were taken and will be stored in the locked school storeroom. They will not be used other than for their original purpose, unless permission is sought from the headteacher and parents of the pupils involved.

Paper documents will be shredded and electronic memories scrubbed clean or destroyed, once the data should no longer be retained.

When a parent withdraws consent, it will not affect the use of any images or videos for which consent had already been obtained. Withdrawal of consent will only affect further processing.

Where a pupil’s security risk has changed, the headteacher will immediately remove, if required, any related imagery and videos involving the pupil.

Official school photos are held on the schools management information system alongside other personal information, and are retained for the length of the pupil’s attendance at the school, or longer, if necessary, e.g. due to a police investigation. Some educational records relating to former pupils of the school may be kept for an extended period for legal reasons.

Monitoring and review

This policy will be reviewed every two years by the governing body.

Policy reviewed: July 2025

Next renewal: July 2027

Signed: Chair of Governors:  Date: 7/2025

Headteacher:  Date: 7/2025