

WINDMILL PRIMARY SCHOOL – PHOTOGRAPHY POLICY

Rationale

The word photography is used in this policy to include traditional photographs and digital images of any kind, still or moving.

For many years photography has contributed both profoundly and superficially to our culture. It plays a significant role in commerce, entertainment and communication; it is commonplace in our homes and it is an important element of school life.

At Windmill Primary School we feel it is vital that achievements are recognised and that pupils feel valued, proud and happy. Photography is a useful tool within school and it is employed routinely in many ways, for example record keeping, displays, teachers' lessons and the children's own work.

On occasions photography is also used for the press and other promotional purposes, including the school's website and social media sites (Twitter, Facebook, etc.). We are, however, sensitive to the wishes and rights of parents who may want to be specific about what their children's photographs/videos are used for.

This policy has been written with reference to the ICO Good Practice Note 'Taking Photographs in Schools', Telford & Wrekin Council Guidance (Nov 2009), DFE Guidance taken from The Key website.

Taking Photographs and Video

We do not seek consent from parents/carers for school-related photography of pupils as we consider this part of normal school life – and important for assessment. Photography will not be taken of any child when they are vulnerable – upset, hurt or in a state of undress. Photography will be taken using school-owned devices only.

We do ask parents to give consent for children's photographs/videos to be used in publicity material (school documents, website, media coverage and social media sites).

A register is kept of children who must not be included in intended for publicity material. As well as a master register of all children, each class teacher will have access to an up-to-date register for children in the class and what permissions/consents have been given by parents. This class register will always be available to teachers – in school and on educational visits – so that photography of children who do not have consent for publicity will not be shared or used, other than for assessment/record keeping.

All reasonable measures will be taken to ensure that children are not photographed or videoed by a visitor to school or while on an educational visit outside school, unless they have the publicity consent.

The exception to this may be photography taken by parents at school events such as concerts, sports and performances; in which case a member of staff will make very clear to

those taking photography that images are for personal use only – not to be shared electronically

Parents are always advised of a visit from a commercial photographer and invited to participate.

Use and Storage of Photographs and Video:

Class photographs are held for reference in the office and archived after use. Individual photographs are taken for use on the school's Management Information System (MIS). This is for school use only – for registration (attendance and lunchtimes).

Photographs taken as records of events or for educational purposes may be displayed around the school. They are then archived after use.

As with children's files, archived photographs will be held until the subjects of the photographs attain twenty one (the "age of majority" plus three years in which to bring any legal action).

Photographs are not exchanged with anyone outside school, or removed for private use by any employee or volunteer.

Website/social media

Photographs of children are used minimally and usually anonymously on our website. Parents reserve the right to have any photograph of their child removed.

Photography may be used on the school's Twitter and Facebook pages. Only images of children who have parental consent will be used. Full names of pupils will not be used in this context.

Please also see the school's social media policy.