

# Welton St. Mary's Church of England Primary Academy



## Our Vision

As an inclusive Christian community we value each person, seeking to release everyone's full potential as promised by Jesus Christ. We seek to provide a safe, inspiring and creative learning environment providing opportunities for all to flourish. Through challenge, support and care, we strive for excellence in all that we do; always building on the foundations of shared values with consistently high expectations rooted in God's love. Together we are encouraged to be agents of positive change in this world.

*'May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit.'* Romans 15:13

**Wisdom Hope Community Dignity**

## Photo Policy

Approved July 2024

## **Welton St. Mary's Church of England Primary School**

### **Policy and Guidance for managing the safe use of children's photographs**

At Welton St, Mary's Church of England Primary Academy, we believe that photographs serve as records of events and capturing memories.

#### **PRINCIPLES AND PRACTICE**

Photography of pupils in schools is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of child protection and copyright in performances.

#### **Principles and Practice**

In today's digital age, safeguarding individuals' personal data and privacy rights is important to us at Welton St. Mary's Church of England Primary Academy. We work hard to ensure compliance with data protection principles when collecting, storing, and sharing photographs of children and staff. This policy communicates the purposes for which these photographs will be used and with whom they may be shared. We aim to strike a balance between preserving memories whilst respecting individuals' privacy rights.

#### **PARENTAL PHOTOGRAPHY**

Photography in schools traditionally forms part of each family's record of their child's progress, participation, achievements and a celebration of success as well as being an established social practice within school.

Photography, including photographic prints, video, film and digital imaging generated by a parent in school are for the sole use of the family concerned. They are not for display or distribution in any format including hard and digital copies or for sharing on social media or websites for any other purposes outside of that family and friends.

The Governing Body wishes to make every effort to prevent any inappropriate use of photography of pupils of St Mary's Church of England Primary Academy, whilst acknowledging that families wish to photograph their children at school events throughout their school life.

Photographs taken by parents are allowed at agreed times but must not be allowed to upset the performance or smooth running of the event or affect the health and safety of the children and others. Parental photography must not include any child whose parent has refused consent for any reason.

Commercial copyright in a dramatic performance/musical will normally exclude any audio or video recording by the public and in that event parents and their guests must be informed that the infringement of copyright is strictly forbidden.

At school events such as Christmas Performances, Collective Worship, Sports Day etc, parents and any other spectators will be informed prior to the event whether photographic equipment can be used. They will be asked that the images taken will not be used

inappropriately, or include any children other than their own without the consent of the parents of any other child appearing in the photo/video.

## **PUBLICITY**

At Welton St. Mary's Church of England Primary School we welcome positive publicity and celebrating the success of our school. Children's photographs add colour and life to articles promoting school activities and initiatives. Using photographs will increase pupil motivation and help the parents and the local community celebrate our school's achievements.

Photographs taken in school will be used in a responsible way. At Welton St. Mary's Church of England Primary Academy, we respect young people's and parents rights of privacy and are aware of potential child protection issues. We will endeavour to balance the potential risks against the advantages of promoting our school and the success we have.

The risks to children can be minimised by all the people who take photographs or videos of our children following this policy.

## **SCHOOL PHOTOGRAPHER**

Class and individual or group photographs are annual school events. The school will only ever use reputable commercial photographers. The photographers retain the copyright of all photographs. Parents will be informed of the dates of the visits of professional photographers. If parents have not given consent for photographs, they will need to provide consent prior to having their child photographed by the commercial photographer both individually or as a class group.

## **PHOTOGRAPHS BY OTHER AUTHORISED AGENCIES**

The involvement of other agencies may only be authorised by the Head Teacher

The other agencies are:

- Commercial photographers commissioned by the Head Teacher. Copyright rests with the photographer.
- The press and other media. Copyright rests with the photographer.

## **PHOTOGRAPHS BY SCHOOL STAFF**

School staff are involved in photography of children for the following purposes:

- Pupil Administration
- Curriculum Work
- Corporate and Community

Copyright and use of these photographs is carefully controlled by the school ie. retained safely by the school.

Photographs held in school must be stored securely. Photographs held in school will be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken. Photographs taken for publicity and promotional purposes should be retained for a maximum of two years. Photographs contributing to the history of the school can be retained indefinitely.

## **SAFEGUARDING**

Risk occurs when individual children can be identified in photos. We aim to ensure that children are not identified for example by omitting their surname in publications (except in the Lincolnshire Echo where they will not publish pictures without the child's full name). No names will be used with photographs on the website.

If we are made aware that photographs have been used inappropriately, the school safeguarding leads and data protection officer will be informed and the necessary course of action will be taken including the removal of the photographs and where necessary a child protection officer and social services or the police will be informed.

## **DATA PROTECTION**

When a child starts Welton St. Mary's Church of England Primary Academy we will seek the consent of our children's parents / carers for the use of photographs and videos. Photographs and video images of our pupils and staff are used for publicity purposes, on websites or on display in public places. A public place includes areas where visitors in school have access. Consent for photographs can be granted or withdrawn at any time by parents by contacting the school.

## **PARENTS NOT WANTING THEIR CHILDREN IN PHOTOS**

Photographs taken by staff may be used for different purposes, for example for display in the classrooms and corridors, to share with parents on seesaw or in school publications and included in posts on the school social media accounts.

When your child starts school, you will be asked on the new starter form to give your consent to your child being photographed. The information that you provide us will be held on our MIS system. In the event of you wanting to change your preferences, please make the changes on the parent portal.

A sensitive approach will be taken by staff towards those children whose parents do not wish their children to be included in photographs

## **RULES THAT WELTON ST. MARY'S CofE PRIMARY ACADEMY WILL FOLLOW**

- ❖ If a photograph is used by the Lincolnshire Echo, the child's parents will be asked for consent prior to the full name being published in the paper.
- ❖ Only photographs of children in appropriate dress will be taken
- ❖ Parental consent will be secured before photographs or video images are used **on**

## **TRAINING AND PORTFOLIOS**

Colleagues may need to compile portfolios of photographs of children during lessons. Staff should act responsibly in compiling these images. A member of the leadership team will oversee the compiled images as part of the management process and consider their appropriateness.