



Part of the Minster Trust for Education



Photograph and Video Policy

Approved January 2024

Next review January 2026

Introduction

Holy Trinity C of E Infant School prides itself on offering a range of rich experiences for its children and their families. As part of those experiences, the opportunity for photographs or video recordings of the children may arise.

Within our school context, the purpose of using photographs and video includes:

- Capturing special moments, celebrations, and events.
- Evidencing and sharing learning.
- Promoting the school.

This may include:

- Church services
- Performances
- Sports days
- Educational visits
- Activity days in school
- Pictures of individual or group work for books, floor books, Tapestry, and displays.
- Professional school photo days.
- Promotional photos and video for the website and prospectus.
- School 'X' account and the PTFA official Facebook account.
- Media outlets such as local newspapers and their official websites.
- Our internal Class Dojo communication platform.
- Inhouse training presentations that include children during class/group/individual learning activities.

Rationale

The rationale for this policy is to:

- Protect children who take part in Holy Trinity events and activities where photographs and videos may be taken.
- Set out the overarching principles that guide our approach to photographs/videos being taken.
- To ensure that we operate within our values and within the law when creating, using, and sharing images of children.

This policy applies to all staff, volunteers and other adults associated with Holy Trinity.

We believe that we have a responsibility to promote the welfare of all children and to take, share and use images of children safely, in line with our Safeguarding Policy and Keeping Children Safe in Education responsibilities.

Permissible photography and videos during school events

At Holy Trinity, the Headteacher and Governing Body want parents/carers to have the opportunity to capture the special moments that take place during school activities and events, and to document their child's milestones within school. We therefore ask our parents/carers for their full support and cooperation by:

- Remaining seated while taking photographs or videos during performances and other events.
- Minimising the use of flash photography during performances.
- In the case of all school events, making the focus of any photography or video their own children.
- Avoiding the disturbance of others in the audience or distraction of pupils when taking photographs or recording video.
- Ensuring that any images and recordings taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites, or openly shared in other ways.
- Refraining from taking further photographs and/or videos if requested by staff.

It may be possible that at any given time Holy Trinity has pupils on its roll that must not be photographed for child protection reasons. Staff may therefore request that no photos/filming is undertaken at an event where those children may be captured within the images or video. We would expect that parents/carers would respect and support this decision if it has been made.

In this situation, we would always strive for some individual or smaller groups photo opportunities to take place that do not compromise the safety of individual children. This might be at an appropriate time such as the beginning or end of an event. Alternatively, the school may take photos/videos to share with parents/carers as appropriate.

Parental Consent

- The school understand that consent must be a positive indication. It cannot be inferred from silence, inactivity, or pre-ticked boxes.
- Consent will only be accepted where it is freely given, specific, informed and an unambiguous indication of the individual's wishes.
- 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.
- All parents/carers will be asked to complete the Consent Form on an annual basis, which will determine whether they allow their child to participate in photographs and videos.
- Consent Forms will be valid for the full academic year, unless the pupil's circumstances change in any way, e.g. if their parents separate, or consent is withdrawn. Additional consent forms will be required if the pupil's circumstances change.
- If there is a disagreement over consent, or if a parent/carer 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 whose parents have not consented.
- All parents are entitled to withdraw or change their consent at any time during the school year.
- Parents will be required to confirm on the consent form, in writing, that they will notify the school if their child's circumstances change in any way, or if they wish to withdraw their consent.
- For any LAC pupils, or pupils who are adopted, the Headteacher/Deputy Headteacher 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 Headteacher/Deputy Headteacher 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 office and will be circulated to all staff members. This list will be updated annually or when new consent forms are provided.
- If any parent withdraws or changes their consent, or the Headteacher/Deputy Headteacher 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

When organising the photography or videoing of pupils, the staff team 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?
- Would it be appropriate to edit the photos or videos in any way? E.g., to remove logos which may identify pupils?
- 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?

Use of a professional photographer

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

- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.
- Issue the photographer with identification, which must be worn at all times.
- Let pupils and parents/carers know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of videos or photographs.

- Not allow unsupervised access to pupils or one-to-one photo sessions at events.
- 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.

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 securely. They will not be used other than for their original purpose, unless permission is sought from the Headteacher and parents/carers of the pupils involved.
- Paper documents will be shredded, and electronic memories scrubbed clean or destroyed, once the data should no longer be retained.
- Parents must inform the school in writing where they wish to withdraw or change their consent. If they do so, any related imagery and videos involving their children will be removed from the school drive.
- 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, any related imagery and videos involving the pupil will be removed from the school drive immediately. Hard copies will be removed by returning to their parents/carers or by shredding, as appropriate.
- Pupils photos/video may continue to be used after that child has left Holy Trinity, for example if they are present in school prospectus, other promotional materials, or on the website.

Monitoring and review

This policy will be reviewed every two years by the Headteacher and Governing Body. Any changes to this policy will be communicated to all staff members and, where appropriate, parents/carers.

Consent Form

This form explains the reasons why and how Holy Trinity C of E School may use images and videos of your child. Please read the form thoroughly and outline your agreement as appropriate.

Name of pupil	
Name of parent/carers	
Year Group	
Class	

Why do we need your consent?

Holy Trinity School requests the consent of parents/carers on an annual basis to use images and videos of their child for a variety of different purposes. Without your consent, the school will not use images and videos of your child. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in this form.

Why do you we use images and videos of your child?

Holy Trinity uses images and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote the school on social media and on the school's website; and for other publicity purposes in printed publications, such as newspapers. It is important to remember that newspaper publication may include the article/picture being used on their online version of the publication.

Where the school uses images of individual pupils, the name of the pupil will not be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil will not be used to accompany the text. If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, separate consent will be obtained prior to this.

Holy Trinity may take images or videos of individual pupils and groups of pupils to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

Who else uses images and videos of your child?

It is common that the school is visited by local media and press, who take images or videos of school events, such as sports days. Pupils will appear in these images and videos, and these may be published in local newspapers, or on approved websites.

Where any organisations other than those above intend to use images or videos of your child, additional consent will be sought before any image or video is used.

What are the conditions of use?

- This consent form is valid for the academic years 2023-2024 and 2024-2025.
- It is the responsibility of parents/carers to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video, on our website, in our school prospectuses or any other printed publications.
- The school will not include personal emails or postal addresses or phone numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may use work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will take class images of your child which are available to purchase annually.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria. The school will only publish images and videos of your child for the conditions that you provide consent for.

I provide consent to:	Yes	No
Photographing my child		
Videotaping my child		
Using images of my child in their workbooks		
Using images of my child on class/school display boards		
Using images of my child as part of group/class photos in children's workbooks		
Using images of my child as part of group/class photos on class/school display boards		
Using images of my child on Class Dojo		
Using videos of my child on Class Dojo		
Using images of my child on school promotional publications such as the prospectus and information booklets.		
Using images of my child on the school website		
Using videos of my child on the school website		
Using photos of my child on the school X account (previously Twitter)		
Using video of my child on the school X account (previously Twitter)		
Using photos of my child on the PTFA Facebook account		
Using video of my child on the PTFA Facebook account		
Using images of my child in the local media including online versions of their publications		
Using video of my child in the local media to publicise/celebrate events such as sports days and school fairs.		
Sharing my child's data with a school-appointed external photography company for official school images.		

Refreshing your consent

This form is valid for the entire academic years 2023-2024 and 2024-2025. It will be updated on an annual basis. Parents are required to fill in a new form for their child every academic year.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos.
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used.
- Changes to parental consent, e.g. amending the provisions for which consent has been provided. Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the school office. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal. If you would like to withdraw your consent, you must submit your request in writing to the school office.

Declaration I, _____ (name of parent), understand:

- Why my consent is required.
- The reasons why Holy Trinity uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school uses images and videos of my child.
- I have provided my consent above as appropriate, and the school will use images and videos of my child in line with my requirements.
- Consent is refreshed on an annual basis and I must re-provide consent if I consent to images and videos of my child being used in other academic years.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to the school office.

Name of parent: _____

Signature: _____

Date: _____

If you have any questions regarding this form, please do not hesitate to contact the headteacher at email address or phone number.