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## Photography Policy (including still and moving images plus audio)

**Last Reviewed:** June 2021 (interim review)  
**Review Date:** November 2022  
**Review Cycle:** Three Years  
**Author:** CSK  
**Committee:** Standards & Curriculum

### **Rationale**

Education is a high-profile area and, as a result, schools attract considerable media interest. Kings Norton Girls' School is understandably keen to satisfy this interest by publicising the achievements of all members of the school community. In addition, technological advances have meant that the school has increased both the opportunities for publicity and the variety of ways in which to take advantage of those possibilities. Not least of these are the ease with which schools can develop websites and their access to other publications.

This interest also brings danger. The publication of staff and students' images, especially where they are accompanied by the staff/student's name, could attract the wrong sort of interest and an infringement of privacy. The purpose of this policy is to protect staff/students from these issues.

### **Practice**

It is school policy that, except where express consent has been given, only the first names of students may appear in articles which accompany images of students. Staff names will consist of their title and surname.

The purposes for which the school may wish to use images/audio of staff/students to enhance the written or spoken word are listed below. This is not an exhaustive list.

#### **1. Newspapers and magazines**

- School sports days
- Presentation and celebration events
- Launch of a special project
- Opening of new facilities
- School concerts or plays
- VIP visits

#### **2. Television**

- Local news stories
- National news stories
- Documentaries
- Drama

### **3. School Prospectus**

- To inform prospective students and/or teachers. Care should be taken to update images on a regular basis to prevent embarrassment or upset to staff or children or parents/carers where changes in personal or domestic circumstances might have later occurred.

### **4. Internet/Social Media/School Websites**

- Particular care should be taken by the school when considering releasing information onto the internet. Articles should be screened very carefully to ensure that children cannot be individually identified by name or by any other means. This includes ensuring that they cannot be identified from the file name of any electronic image files which are placed on a website.

### **The Media**

It is recognised that press coverage is an important means of publicity for a school, and is generally welcomed by parents/carers and schools. However there is still a need to protect students. Parents/carers should be informed if there will be press coverage of a school event.

### **Photographs taken by Parents/Carers and students for personal use**

There will be formal school events when parents/carers and students will want to take photographs/record video or audio for their own personal use. Images and audio should avoid capturing images of other staff/students if this is at all possible. Under no circumstances should these be published in any social media without the express consent of those who feature prominently in the image.

The school will allow photographs to be taken on the basis that they are for private retention and not for publication in any manner, including use on personal websites and social media. In doing so they accept that many parents/carers wish to celebrate their own child's achievements through a photographic/video/audio record, which may include, unintentionally but inevitably, images of other staff/children also. On rare occasions the school may announce that no one is allowed to take photographs at the school event.

### **Use of devices with photographic/recording capability**

In using personal electronic devices to take photographs or video images or audio tracks, the following circumstances must be adhered to:

- The subject's consent will be sought for both staff and students.
- Images are not taken of situations calculated to embarrass, humiliate or make fun of others. No images must be taken, under any circumstances, which infringe decency.

### **Consent**

The DfE "advise photographs and video images of students and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore using such images for school publicity purposes requires the consent of either the individual concerned or in the case of students, their legal guardians."

- Children over the age of 13 can provide consent for the use of their image. Where this conflicts with the consent given by parents/carers then the school will have a further conversation with all parties to come to an agreed outcome.
- Parents/carers are asked at the start of their child's admission to the school to complete a standard consent form and this is recorded on SIMs. Should this not have been acquired, further requests will be made as appropriate.
- Where the school has no record of receiving such a form, parental/carer consent should be obtained each time the school is considering using their child's image.
- Parents/carers can update consent via the SIMS Parent App at any time.

### **Monitoring**

- The Headteacher will monitor the application of the policy in school.
- The Network Manager will monitor images on the internet and website.
- The Standards Committee of the Governing Body will keep the policy under review.

### **Responsible**

The Headteacher

### **Other relevant policies/ procedures**

- Child Protection and Safeguarding Policy
- Data management including GDPR, Retention of Records and FOI Policy, ICT Acceptable Use Policy, CCTV Policy
- Student Privacy Notice

**Appendix A**  
**Consent for Taking and Using Photos for Students in Years 7 and 8**

General Data Protection Regulations (GDPR) came into effect in May 2018. To ensure we are meeting these requirements we need your consent to take and use photos of your child. We value using photos of students, to showcase their work and life as a KNGS student. We can use these photos in the school's prospectus, on the website, on display boards around school, in our parent newsletters and on our social media platforms. They can also be with other students via our Student Shared area of our network.

If you're not happy for us to take and use photos of your child, that's no problem, we will accommodate your preferences. Please be aware that when your child reaches the age of 13, they are able to give us their consent directly. We will write to you in Year 9 to look at consent again, as this will also include your child's preferences.

**Please tick the relevant box(es)**

I am happy for the school to take photographs of my child.	<input type="checkbox"/>
I am happy for photos of my child to be used on the school website.	<input type="checkbox"/>
I am happy for photos of my child to be used in the school newsletter.	<input type="checkbox"/>
I am happy for photos of my child to be used in the school prospectus.	<input type="checkbox"/>
I am happy for photos of my child to be used in internal displays.	<input type="checkbox"/>
I am happy for photos of my child to be used on the school social media platforms.	<input type="checkbox"/>
I am happy for photos of my child to be used on the Student Shared area of the school network.	<input type="checkbox"/>
I am <b>NOT</b> happy for the school to take or use photos of my child.	<input type="checkbox"/>

If you change your mind at any time, you can let us know by emailing [enquiry@kngs.co.uk](mailto:enquiry@kngs.co.uk), calling the school on 0121 675 1305, or just popping in to the school office. If you have any other questions, please get in touch.

<b>Student name:</b>	
<b>Parent/Carer name:</b>	
<b>Parent/Carer signature:</b>	
<b>Date:</b>	