



University  
of  
**Chichester**  
Academy Trust



**Fernhurst Primary School**

Noted by Fernhurst Primary School October 2016

Next review October 2019

## Photography Policy: Taking, storing and using images

### Introduction

Our academies are busy, friendly and inclusive communities and we are very proud of the hard work and achievements of our pupils. Pupils generally like to be

photographed and to see their work displayed and publicised so we hope that parents will feel able to support the school by consenting to our photography agreement.

The University of Chichester Academy Trust advises that photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore using such images for school publicity purposes will require the written, signed consent of either the individual concerned or in the case of pupils, their legal guardians.

However the Information Commissioner advises:

“The DPA is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the DPA should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure.”

Further advice from the Information Commissioner’s Office is available here:

[https://ico.org.uk/media/for-organisations/documents/1136/taking\\_photos.pdf](https://ico.org.uk/media/for-organisations/documents/1136/taking_photos.pdf)

**The general content of this policy applies to images of staff as well as pupils.**

1. As a Multi-Academy Trust, the University of Chichester Academy Trust is the legal entity responsible for the processing of personal data by its academies. The University of Chichester Academy Trust complies with the DPA and is registered as a Data Controller with the ICO.
2. Responsibility for the appropriate processing of personal data is delegated to the Headteacher of each academy with the oversight of the Local Governing Body (LGB) or Interim Local Governing Body (ILGB).
3. When their child enters the Academy parents/guardians are invited to complete a Photography Agreement which includes giving consent to the Academy for the taking and use of images (including still or moving images) of their children for the purposes of:
  - Displays (which may include electronic displays, in school or at school or education-related events)
  - Website publication
  - Publications produced for promotional purposes
4. The Photography Agreement makes it clear that consent is requested not just for academy use, but for the University of Chichester Academy Trust and the University of Chichester.
5. Occasionally, reporters may visit the school and talk to pupils under staff supervision. Parents/guardians are asked to give permission for their child to appear in the media (print, online, radio, TV).

6. Where images are used, pupils will not be identified by name without express parental agreement on each occasion.
7. In giving consent, it is important that parents/guardians understand that once an image is published online, it is not possible to withdraw it entirely from the public domain.
8. Although the Academy does not generally use images of children or staff who have left the school, this may happen and our consent forms cover this eventuality. The Academy may retain some images for the purpose of keeping historic records for community interest.
9. The University of Chichester Academy Trust will always complain to the Press Complaints Council (PCC) if the media fails to follow the appropriate code of practice for the protection of young people.
10. Parents/guardians are asked to give permission for the Academy to record their child at work on webcam for educational purposes.
11. If parents/guardians opt to withhold their consent they are invited to ensure that the pupil knows this. Parents/guardians can contact the data protection officer at [office@fernhurst.w-sussex.sch.uk](mailto:office@fernhurst.w-sussex.sch.uk) to limit photo use at any time and are requested to follow this with a written confirmation to the Headteacher.
12. Occasionally, images may be used for the purposes of academy or charitable fundraising. The Academy will inform parents of commercial projects in advance to enable them to withdraw their consent to the use of their child's image in this way if they choose to.
13. Identifiable photographic images are stored securely by the Academy, the University of Chichester Academy Trust or the University of Chichester either in locked filing cabinets or in password-protected electronic storage systems. They are reviewed regularly and deleted when no longer required.
14. The University of Chichester Academy Trust and its academies request that parents/guardians and pupils exercise extreme care regarding the use of images on any external website such as YouTube, Twitter, Facebook, Flickr etc. in order to respect the privacy and rights of others.
15. All pupils may be photographed on entering the Academy and subsequently from time to time for the purposes of internal identification. These photographs are likely to be stored electronically with other personal data and so the DPA will apply.

16. Class and school photographs may be taken and offered to parents/guardians for purchase.
17. Where an external photographer has been employed all reasonable precautions are taken to ensure the security of the images taken.
18. Where images are taken by academy staff, wherever possible they should be members of staff who are designated to do this. Photos must not be held on personal cameras or downloaded onto personal computers, or other personal electronic devices. Utmost care should be taken if transporting images of children on portable devices, memory sticks or disks, when files should be encrypted or password protected.
19. Staff designated to take photographs should ensure that images are selected carefully for use:
- Images are not used of pupils out of context
  - Images of pupils are not used to illustrate sensitive or negative issues
  - All pupils are dressed appropriately
  - The images taken represent the diversity of the young people participating
  - Care is taken to ensure appropriate photography in and around swimming pools
  - Consent forms are checked
  - Additional information is given to parents/guardians where appropriate
  - Additional consents (e.g. for naming pupils, or commercial use) are sought where required by this policy.
20. Many schools choose to upload images to third party websites for cost-effective printing purposes and if this is the case academies may wish to make parents aware of this on the consent form. Academies should ensure that reputable websites or services are used and read the websites terms and conditions to ensure that they are not granting the site a licence to copy, modify and use the images.
21. Pupils may take extensive photographs of one another during offsite activities particularly during residential trips. Staff should give guidance on appropriate photography and are responsible for monitoring pupil use of cameras on residential trips; parents are also responsible for subsequent use of the images. The use of mobile phones for photos/video on residential trips should not be allowed in rooms used for changing or in toilets.
22. Parents/guardians are welcome to take photographs of their own children taking part in sporting and outdoor events. On occasion the Academy may ask that no cameras are used; this may be for important safeguarding reasons involving individual children. Where photography is allowed, Parents/guardians should be mindful of the need to use their cameras and

recording devices with consideration and courtesy for the comfort of others and to avoid flash photography.

23. It is advised that academies make it clear at the start of the event that any images or recordings taken are for private use only.
24. Pupils are encouraged to look after one other and to report concerns about the misuse of technology to a member of staff. The use of cameras on mobile phones is not allowed in changing areas and photography should not be used in a way that may cause offence or upset. Where cameras are misused in a way that breaches an academy's anti-bullying policy this is always taken seriously.
25. All teaching and support staff have access to the University of Chichester Academy Trust's guidance on taking, using and storing images of children; the guidance is available on the Trust's website Portal and will be included in Induction and INSET sessions.

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