



St Martin's School

Photography and Video Policy



Introduction

This policy details the expectations regarding photography and recording of videos at St Martin's School as well as the distribution of these photographs and videos, and their publication on the internet and other media. The policy covers expectations for all staff, parents, carers and other visitors to the school and contains four strands. This policy is to be adhered to during all school activities on and off the school site and in conjunction with all other school policies, in particular safeguarding and data protection.

Policy Aims

The main aim of this policy is to safeguard all pupils, staff and the wider school community.

We respect every individual's right to privacy and their choice of whether or not to feature in photographs and/or videos taken by school staff and visitors and this policy aims to ensure these are protected.

The policy also aims to ensure all photography and videography upholds the integrity of the school and members of our community.

Finally, with consideration of the above 3 points, this policy aims to ensure that both school staff and parents are provided with as many opportunities to record memories of our children's success and celebrations on their journey with St Martin's as possible.

External Photographers

Occasionally external photographers are invited in to school for the purpose of annual school photos or media coverage for example. Expectations for external photographers must be set out in advance with the Head Teacher or proprietor and must conform to all St Martin's safeguarding expectations and the procedures set out in this policy.

Consent

When children join St Martin's School parents and carers are asked for consent for their child to appear in photos and or videos for the following purposes:

1. Display within the classroom environment including their own work to celebrate and remember learning experiences.
2. To be published on the school website and social media pages to celebrate the events and learning happening in school.
3. To be used for wider marketing purposes and promotional material specifically designed to promote the school.
4. To be used by external companies for their own social media pages and marketing purposes when they have provided opportunities for St Martin's pupils.

Parents may choose to consent to all, some or none of these purposes. The school encourages all parents to provide consent but respects their right to privacy and to refuse consent.

Further written permission will be sought for specific photography days i.e. whole school photos, or where a parent has expressed an exception to the consent form held. Parents may change their consent preferences at any time by e-mailing office@stmartinsmillhill.co.uk and completing a new form as soon after e-mailing as possible.

Expectations of staff

All staff are to be aware of this policy and all related policies including safeguarding, intimate care and data protection. This includes ensuring there is no photography in intimate care areas and that all possible measures are taken to safeguard children and comply with GDPR. Staff will familiarise themselves with the consent permissions held for the children they work with regularly or plan to take photographs of.

Staff will use school devices only for the purpose of photography and video and not their own personal devices, including their mobile phones.

Photographs used within the classroom environment and children's work must represent the child's learning accurately and positively.

Photographs taken for any other purpose, including the school website and/or social media must be approved by either the Head Teacher or Proprietor before being published.

Expectations of staff cont.

When taking photographs, staff will carefully consider all the people in the shot, no matter how much, and the background environment portrayed to ensure all permissions are respected and the integrity of the school is upheld.

Pictures must not be published on any other internet or social media site without express permission from the proprietor or Head Teacher and confirmation of marketing consent where applicable.

Photos may be shared with other members of internal staff by email to support professional work and with consultants, by permission of the Proprietor or Head Teacher.

Photographs of children and/or school environments must not be shared with friends, family or anyone outside the school's community.

Members of staff who are also parents or carers of children at St Martin's School may take and share videos or photos of their own children under the same expectations set out in this policy for parents, carers and visitors.

Website and social media content

The school will publish photos and or videos of a wide selection of events and activities and all content published will adhere to the following safeguarding expectations:

1. Any content published must not feature any member of the school's community who has not given consent to appear on the website.
2. The website must not allow identification of a child by name or any other means unless consent has been given to do so by the parent or carer of the child.
3. Any content published must not embarrass in any way any member of the wider school community.
4. The content will reflect the school in a positive light and uphold the integrity of the school's position.

Links to pages from the school website may be shared on social media sites because photos and videos appearing on the school site have been checked to ensure they conform to all safeguarding expectations and all expectations from this policy. These links will cease to work when photos have been removed from the school site. You may download photos from the school website for your own personal use and private distribution (email) but it is not permitted to share photos from the school website on social media sites.

Visitors

Any visitor entering the school must abide by our Visitor Policy. This states that phones must not, under any circumstance, be used to take photographs of the children or school environment. Where visitors wish to take photographs, express permission must be sought from either the Proprietor or Head Teacher in advance.

External Photographers

Expectations for external photographers must be set out in advance with the Head Teacher and must conform to all safeguarding expectations set out in this policy.

Parents and carers

Parents/carers are permitted to take photographs and videos at the end of school events, activities and performances on and off site if and when directed to by a staff member but must conform with all the conditions set out in this policy.

Photographs and videos may only be taken at the location that the event is taking place, for example on the field for a football match, the hall for an assembly or show. Photographs and videos may not be taken elsewhere in the school or en route to the event unless prior permission has been granted by the Head Teacher.

The distribution and publication of photos and videos taken at the end of school events are for the adult's own personal use, they may be shared by private communication such as email to friends and family but must not be published on any internet sites including Facebook, Twitter, YouTube, Pinterest, Google+ or any other social media site.

If photos include **only your own child(ren)** it is permitted to share the picture on social media sites but there must be no other children visible in the shot no matter how little they appear to be in the shot.

Permissions

Any failure to adhere to this policy may lead to a withdrawal of permission to take photographs and videos at the school and/or at the end of future events/activities held at the school on or off site.