



BPS Photography and Filming Policy

Principles

This policy details the rules governing photography and recording videos at Bankside Primary School, the distribution of these photos & videos, & their publication on the internet.

Taking photographs and video images of children's achievements and activities is a wonderful way of capturing a memory and promoting successes. This policy document explains, in detail, the school's requirement to obtain parental permission (where necessary) while taking such images and the safeguards in place to ensure anonymity (wherever possible) in their usage.

The policy covers the rules for staff, governors, parents, carers, visitors and wider family members, and is founded on four main principles:

1. Safety

The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at school.

2. Privacy

We believe that every child & parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos that are for the website or publicity purposes, this will be recorded at school.

3. Projecting the Right Image

Photographs taken at school should not cause embarrassment to the school, the children or the staff.

4. Sharing Children's Achievements

It is natural for every parent to want to share their children's activities & achievements at school with their friends & family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles. Parents and carers only take photographs for personal use. We discourage the publication of these photos on social media; however if parents chose to their photos on social media they **must not** name any other children or staff members who appear in them.

Consent

The school does not need to request consent for the purposes of record keeping and identification in accordance with its legal basis of performing a public task. However, when a child joins the school, their parent or carer is asked for consent for the child to appear in photos that are used by the school for the school website, publicity (such as school brochure or leaflet) or for the press/media. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we respect the right to refuse consent. Parents may, in writing to the Headteacher, withdraw consent at any time, or grant consent if they had previously declined.

School Website

Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent/carer has not given consent.
2. It must not offer any means of identifying a child by name.*
3. It must not in any way embarrass the school, children or staff involved.

Photos & videos intended for the school website should be taken either by a member of staff, or another person (typically a governor or parent) authorised by the Headteacher.

** If a child received an individual award (eg. a maths competition entered through school) and the school wished to share their achievement including a photo, parental consent would be sought before naming (first name only) them on the school website.*

All material to be posted on the school Website will be reviewed by a member of the Senior Leadership Team first. If further review is required the final decision will be made by the Headteacher.

School Events and Parents and Carers

Parents/carers are permitted to take photographs and record videos at school events, as long as they agree to the conditions described in this policy.

For example:

- Christmas carol service
- Sports Day
- End of year concert
- Y6 Leavers' Assembly

At School events such as this, photographs may only be taken at the location of the event and not any other area of the school. Photographs should be taken for personal use only and we discourage the publication of these photos on social media; however if parents chose to share their photos on social media they **must not** name any other child or staff member who appear in them.

Photographs should be taken at the end of the event, to avoid distractions to those participating. Reminders will be given at the start of any event with visitors, regarding the use of photography and filming.

It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the Headteacher. Photos of staff should only be taken when they are in a picture with other children, such as giving a speech, or unavoidably such as conducting the choir. Pictures of staff other than these situations **MUST NOT** be taken.

If a parent does not want their child to be photographed, options will be discussed with the parents and they do have the right to withdraw their child from an event, (children would be then accommodated elsewhere within school). Options have to be manageable by the school, and could include for example, wearing a mask in a play if appropriate or having a role behind the scenes.

Parents who do not wish their child to be photographed will be invited to meet with the class teacher at the beginning of term to inform the teacher directly of their wishes.

Outside Designated Events

It is not permitted to use a camera on school premises **at any time** outside these designated events except for events where parents have the supervision of their child eg. community events such as the school summer fair, or unless explicitly authorised by the Headteacher.

Distribution and Publication of Photos and Videos

When parents and carers take photos at these events (of children and/or staff) they are for personal use only. Parents and carers are discouraged from sharing these photographs on the internet (including Facebook, Twitter, Instagram, YouTube and other social media sites). If parents, carers or pupils do choose to share their pictures, they **must** always adhere to the **safeguarding** rules above.

External Photographers

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the Headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.

Rules for Pupils

- Pupils must not take any photographs or video on the school site using personal cameras at any time unless explicitly authorised by the Headteacher.
- Pupils may take photos or video using school equipment under the supervision of staff or other authorised persons.
- Pupils must not upload any photographs taken within the school premises (school buildings, playground, field, etc.) on to the internet or any social media sites, e.g. Facebook, Twitter, Instagram, YouTube, etc.

Rules for Staff

- Staff may take photos & video anywhere within the school using school equipment only and in accordance with the parental consent form.
- These may be published on the school website or Facebook page if they conform to the safeguarding rules described above.
- They may not be published on any other internet or non-school approved social media site.

- They may be shared with other members of staff by email/ the use of Tapestry to support teaching work. They may not be shared with friends & family.
- School ipads/ cameras should be used to take photographs. Staff will not use personal cameras (digital or otherwise) or any other device that can capture images, for taking and transferring images of pupils or staff without permission from the Headteacher and will not store images at home.
- Members of staff who are also parents/carers of children at the school are permitted to take photographs at school events under the terms described in 'Rules for parents, carers/guardians and governors'.

Scope

This policy does not apply to events which are classed as public events.

Note. For the purposes of this policy, 'camera' refers to any device that can take images, eg. mobile phone, iPad, tablet, DS, etc.

This policy will be reviewed every three years, or sooner if necessary.

Policy Ratified by: Full Governing Board

Signed: Bankside Primary School

Date: 24/05/2018