



MOUNTS
BAY

Photography and Video Policy

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Photography and Video Policy

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International Policy

Purpose

This policy was developed along current guidelines for the safe and consensual use of photos and videos in the Academy as well as the conditions given for parental photography of events.

It is noted that older students should be given greater respect over the use of their image in Academy publicity and display.

Retention of photos should be in accordance with Data Protection Guidelines and should not be for more than one year after the student has left the Academy.

The archive of all school images rests with the Digital Technology and Communications Team.

Statement

The ability for staff and parents to take photographs and video in school is an important way to enhance the self-esteem of students and give pleasure for families, as a record of school life.

Parents and carers are not required to comply with the Data Protection Act when taking photographs for their own private use of their children at an organised event and we will not stop parents taking photographs for their own private use because of Data Protection concerns.

However we must place the need to safeguard the welfare of students at Mounts Bay Academy, and issues of child protection, data protection and parental consent will be given careful thought.

This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media. It covers students, parents and carers, staff, governors, volunteers and any organisation working within the school or with the students at an off-site venue.

We will always seek permission from the parents and carers of pupils in the school through a signed consent form to gain permission to publish photographs in public places (including websites).

Consent for their child must be given by all parents and carers of each student and, if any disagreement exists, it will be treated as if consent has not been given.

Parents and carers

The Academy will decide if the event is one at which photography and videoing will be permitted, however the normal presumption will be that it will be available. We will inform parents on the event notice in advance.

If general shots are to take place such as at a school fete, visitors will be warned in the invitation, so that general consent is implied by attendance.

Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE (sports day) and swimming.

Those parents and carers in the school who help with assisting children to dress or change will not be allowed to take photos or videos during this time.

Within the Academy

If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so. When photos are destroyed, the negatives will be destroyed as well, where the image is kept electronically (e.g. CD the disk will be made unusable). We will endeavour to remove from our systems and displays, images of students who have left after 12 months.

Children who should not be identified

Every effort will be made by the Academy to prevent capturing of the image of any child who should not be identified.

Media photographing and filming

The media operate under their own code of practice. Photographs taken by the media are usually exempt from the Data Protection Act. If the media are invited into school for publicity purposes parents and carers of those children likely to appear will be informed.

Video conferencing

Where parents have asked that their children's images should not be recorded, we will make every effort not to include them in any video conference event.

Devices with still image and video capabilities

Devices that can take and transmit images have the same rules apply to them as for other photography. The user, whether student or adult, needs to recognise this and understand that any pictures taken are for personal use only and must not be reposted to any social media network, blog or other third party without the express permission of all relevant parents or carers. This applies to all student and staff iPads.

CCTV

Our CCTV will be operated in accordance with our CCTV policy.

When at a school event

An information poster will be displayed at all Academy events highlighting acceptable guidelines. Any person not following the guidelines will be asked to stop and may be asked to leave the event.

A copy is available on request. The text of the poster is included overleaf:

Taking photographs and video at Mounts Bay Academy events.

Generally photographs and videos for Academy and family use are a source of innocent pleasure and pride, which can make children, young people and their families feel good about themselves. By following some simple guidelines we can all proceed safely and with regard to the law.

Remember that you are attending Academy events at the invitation of the head and governors

The head and governors have the responsibility to decide if photography and videoing of Academy performances is permitted

The head and governors have the responsibility to decide the conditions that will apply so that children are kept safe and that the performance is not disrupted and children and staff not distracted.

Parents and carers can use photographs and videos taken at a Academy event for their own personal use only. Such photos and videos must not be sold and must not be put on any online system such as web sites or social media networks. To do so would likely break Data Protection legislation.

Recording or photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images.

Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.

Parents and carers must not photograph or video children changing for performances or events

If you are accompanied or represented by people that Academy staff do not recognise, the Academy will need to check who they are, if they are using a camera or video recorder.

Remember that for images taken on mobiles phones or any other portable digital device the same rules apply as for other photography, you should recognise that any pictures taken are for personal use only.