



PHOTOGRAPHY & FILMING POLICY

Adopted: Summer 25

Review: Summer 28

Policy Review and Monitoring

This policy is due to be reviewed at the time stated, unless circumstances determine that this policy needs to be reviewed at an earlier time.

Signed: Chair of Governors
Mr J. Orchard

Headteacher
Mr K. Stroud

PHOTOGRAPHY & FILMING POLICY

Introduction

This policy is based upon the template recommended by the NSPCC.

Purpose

The purpose of this policy statement is to:

- ensure that the use of photography and filming by staff, volunteers and/or other adults in connection with our school support our safeguarding responsibilities and promote the welfare of all pupils.
- protect children and young people who take part in our events and activities, specifically those where photographs and videos may be taken,
- set out the overarching principles that guide our approach to photographs / videos being taken of children and young people during our events and activities,
- to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people.

This policy statement applies to all staff, volunteers and other adults associated with teaching or extracurricular activities carried on by Maes yr Haul Primary School

Legal Framework

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in Wales.

We recognise that:

- sharing photographs and films of our activities can help us record and celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation.
- the welfare of the children and young people taking part in our activities is paramount
- children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of the age, disability, gender reassignment, race, religion or belief, sex or sexual orientation of that child.

- consent to take images of children can only be provided reliably when children, parents and carers fully understand how the images will be used and stored.
- there are potential risks associated with sharing images of children online.

We will seek to keep children and young people safe by:

- always asking for written consent from a child and their parents or carers before taking and using a child's image.
- explaining how any taken images will be used and how they will be stored.
- explaining what potential risks are associated with sharing images of children, and what measures are being taken to mitigate those risks.
- making it clear that consent to publish images of children can be withdrawn at any time.
- refraining from using full names of any children who appear in any published images.
- refraining from publishing the personal information of any children who appear in any published images.
- making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information).

In order to reduce the risk of images being copied and used inappropriately, we will:

- only use images of children in appropriate clothing (including safety wear if necessary);
- avoid full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused; and
- use images that positively reflect young people's involvement in the activity.

We will develop a procedure for reporting the abuse or misuse of images of children as part of our child protection procedures. We will ensure everyone involved in our organisation is familiar with and understands the appropriate procedures to follow to keep children and young people safe.

Photography and/or filming for personal use

When children themselves, parents, carers or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announcing the relevant details of this photography policy before the start of the event. This may include:

- asking for photos taken during the event not to be shared on social media or asking people to gain permission from children, their parents and carers before sharing photographs and videos that include them.
- recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share
- reminding children, parents and carers who they can talk to if they have any concerns about images being shared.

Photography and/or filming for school's use

We recognise that staff may use photography and filming as an aid in activities such as music or drama. However, this should only be done using the school's own equipment. Children, young people, parents and carers must also be made aware that photography and filming is part of the programme and give written consent.

If we hire a photographer for one of our events, we will seek to keep children and young people safe by:

- providing the photographer with a clear brief about appropriate content and behaviour
- ensuring the photographer wears identification at all times
- informing children, their parents and carers that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared
- not allowing the photographer to have unsupervised access to children
- not allowing the photographer to carry out sessions outside the event or at a child's home
- reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

Photography and/or filming for wider use

If people such as local journalists, professional photographers (not hired by the school) or students wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.

They should provide:

- the name and address of the person using the camera or equipment
 - the names of children they wish to take images of (if possible)
 - the reason for taking the images and what the images will be used for
 - a signed declaration that the information provided is valid and that the images will only be used for the reasons given.
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- Maes yr Haul Primary School will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.
 - At the event we will inform children, parents and carers that an external photographer is present and ensure the photographer is easily identifiable, for example by issuing them with a coloured identification badge.
 - If school staff are concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our safeguarding procedures.

If consent to take photographs is not given

- If children, parents and/or carers do not consent to photographs being taken, we will respect their wishes. We will agree in advance how they would like to be identified so the photographer knows not to take pictures of them and ensure this is done in a way that does not single out the child or make them feel isolated.
- We will never exclude a child from an activity because we do not have consent to take their photograph.

Storing images

- We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law.
- Any archived hard copies of images will be kept in a locked container. Electronic images will be stored in a protected folder with restricted access. Images will be stored in accordance with our data retention guidelines.
- We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.
- Maes yr Haul Primary School does not permit staff and volunteers to using any personal equipment to take photos and recordings of children. Only cameras or devices belonging to the school should be used.

Related policies and procedures

This policy statement should be read alongside our organisational policies and procedures, including:

- Safeguarding policy and procedures.
- Code of conduct for staff, governors and volunteers.
- Online safety policy and procedures for responding to concerns about online abuse.

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