



**LIFE ACADEMIES TRUST**

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# Photography, the Use of Images

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Date	Version	Revision Description
19/10/17	1	Adopted as a MAT
25/05/18	2	Revised in line with GDPR requirements
24/9/18	2.1	Direct Marketing/School Based Marketing revised to include one check box on appendix 1 – approved by DPO
11/05/2020	3	Removal of references to the Trust. Change of ownership from CEO to Academy Principal

## Contents

Contents.....	3
1. Definition .....	4
2. Introduction .....	4
3. Principles.....	4
I. Safety .....	4
II. Privacy.....	4
III. Projecting the Right Image.....	4
4. Sharing Children’s Achievements .....	4
5. Consent .....	5
6. Photographs for External Use .....	5
7. Photographs for Internal Use.....	5
8. Media Use .....	5
9. Family Photographs at School Events .....	6
10. Responsibilities .....	6
11. Appendix 1 – Parent/Carer Consent Form.....	7

## 1. Definition

The definition of Academy used in this policy refers to Biggleswade Academy.

## 2. Introduction

Biggleswade Academy is obliged to comply with the Data Protection Act 2018 when it takes or publishes photographs of its pupils. It follows guidance on photographs in schools which is published by the Information Commissioner's Office. The Academy will always try to act in the best interest of the pupils and, as far as it legally can, it will take parental preferences into account.

Parents/carers are welcome to come in and discuss any personal circumstances/issues relating to this policy if they feel it would be helpful. Please contact the academy/setting office in the first instance.

The Data Protection Act gives children rights over their own data when they are considered to have adequate capacity to understand. Most children will reach this level of understanding at around KS4 for example.

## 3. Principles

Social Media and social networking sites play an important role in the lives of many people. We recognise that sites bring risks, but equally there are many benefits. This policy details how the Academy, its staff, pupils and visitor to the Academy will use social media, photography and recorded images. It also details how parent/carer permission will be obtained.

This policy is based on the following four principles:

### I. Safety

The overriding priority is to ensure that photography and images do not lead, either directly or indirectly, to anything that may potentially endanger the safety of the pupils at the Academy.

### II. Privacy

Every child and parent/carer is entitled to their own privacy and can therefore choose not to feature in photographs or images taken by the Academy

### III. Projecting the Right Image

Photographs taken by the Academy should not cause embarrassment to the Academy, the children or the staff.

## 4. Sharing Children's Achievements

It is natural for parent/carers to want to share their children's activities and achievement at school with their friends and family. The Academy is keen to allow this as much as possible while keeping this in balance with the first three principles.

## 5. Consent

When a child joins the Academy/Setting the parent/carer will be asked to complete a consent form which will cover the whole time the child attends the Academy/Setting and potentially beyond if a child appears on publicity material that is not renewed annually. All parent/carers are encouraged to provide consent as it enables the inclusion of all children in depictions of school life, but the right to refuse consent is respected. Consent may be withdrawn at any time by writing to the Academy Principal/Head of setting specifying which areas of consent is being withdrawn. Please note that consent withdrawn for 'Academy /Setting publications' will apply to future publications but cannot include publications already in circulation

## 6. Photographs for External Use

Subject to consent from parents/carers, the Academy/Setting may take photographs for use within the Academy/Setting. These photographs may be used for Academy/Setting publications such as prospectuses or for inclusion on the Academy/Setting websites and social media, or to show as slides at an event for parents.

## 7. Photographs for Internal Use

Occasionally we may take photographs of the children within our Academy/Setting. We use these images as part of our school displays to celebrate and further our children's learning and experiences. In so doing we will consistently use the minimum amount of information required to achieve the stated learning aim. For example – in displaying pupils work for celebratory purposes we will seek to only use their first name, or first name and first letter of their surname or their class if there are two or more children with the same name within the relevant area.

In Early Years, for teaching purposes, photos and full names of pupils will be displayed on pupil trays. This is to enable our teachers to place work in the correct trays. It also helps the children when they are asked to put something in their tray.

By sending your child to our school you agree to these learning aims being integral to our operations and therefore request your consent to your child being involved in such day to day routines.

## 8. Media Use

The Academy Principal will give proper consideration to the interests of its pupils when deciding whether to allow external organisations to take photographs or to film.

When the media are allowed to be present at an Academy/Setting event, this will be on the condition that they observe this policy.

Where the media are allowed to be present at a particular event, the Academy/Setting will ensure that no photograph or image of pupils is published if consent has not been given by the parent/carer.

## 9. Family Photographs at School Events

It shall be at the discretion of the Academy Principal whether photographs of images may be taken by parent/carers at a school event in consideration to the principles listed above.

Family and friends taking photographs for the family album will not be covered by the Data Protection Act

Where the Academy decides to allow such photography, the family and friends will be asked not to publish any photographs showing children other than their own on the internet or any social media channels. This will be verbally advised to parents/carers at the start of any Academy/Setting event, performance or production.

## 10. Responsibilities

It is the responsibility of the Academy Principal to approve this policy.

It is the responsibility of the Academy Principal to ensure implementation of this policy.

## 11. Appendix 1 – Parent/Carer Consent Form

### Student Images

Occasionally, we may take photographs of the children within the Academy/Setting. We use these images as part of our school displays to celebrate and further our children’s learning and experiences. In so doing we will consistently use the minimum amount of information required to achieve the stated learning aim. For example – in displaying pupils work for celebratory purposes we will seek to only use their first name, or first name and first letter of their surname or their class if there are two or more children with the same name within the relevant area.

Our Early Years setting use Tapestry to create individual ‘Learning Journey’s’ which enable a child’s progress to be followed closely by Parents/Carers who can use this educational software to reflect upon achievements with their child.

By sending your child to our school you agree to these learning aims being integral to our operations and therefore consent to your child being involved in such day to day routines.

In addition however, from time to time we may develop printed publications and also photographs on our Academy/Setting website, Facebook page and Twitter account.

In this context, if we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption. If we name a pupil in the text, we will not use a photograph of that child to accompany the article. If a child has won an award and the parent would like the name of their child to accompany their picture we will obtain permission from the parent before using the image.

From time to time, the Academy/Setting may be visited by the media who will take photographs or film footage of a high profile event. Children may appear in these images, which will sometimes be published in local or national newspapers, or on approved websites.

Please use the boxes below to indicate whether you give consent to each medium:

	<b>Yes</b>	<b>No</b>
I give permission for my child’s image to be used on the Academy/Setting websites	<input type="checkbox"/>	<input type="checkbox"/>
I give permission for my child’s photo to be used on other printed Academy/Setting publications (I understand that if I subsequently withdraw permission, this will be for permission for future printed publications and will not include any photographs already in use in a printed publication)	<input type="checkbox"/>	<input type="checkbox"/>
I give permission for my child’s image to be used on the Academy/Setting social media sites	<input type="checkbox"/>	<input type="checkbox"/>
I give permission for my child to appear in Academy/Setting publicity (e.g. Academy/Setting slide show for prospective parents/carers)	<input type="checkbox"/>	<input type="checkbox"/>
I give permission for my child to appear in the media	<input type="checkbox"/>	<input type="checkbox"/>
I give permission for my child to have a school group photograph taken. I understand this printed/digital photograph can be purchased by other parents	<input type="checkbox"/>	<input type="checkbox"/>
I give permission for my child to have a group photograph taken and posted on their Tapestry account (Early Years pupils only). I understand that group photographs will be shared with other Parents/Carers (via Tapestry) whose child also appears in the group photo. (Group photographs must not be posted on any social media accounts by Parent/Carers - see point 9 above.)	<input type="checkbox"/>	<input type="checkbox"/>

**School based events/Marketing & Fundraising**

We would like to be able to inform you about school based events (such as open mornings, Parent Association fundraising events, class assemblies) either by phone, parent mail, emails, parent mail or letters.

Please use the boxes below to indicate how you agree for the school to contact you for these purposes (more than one box can be ticked if you consent for more than one medium of communication):

Yes

**Direct Marketing**

We would like to be able to inform you about special offers or promotions by certain third parties that might be of interest to you (for example companies offering discounted rates to families during school holiday periods, information about local events) either by phone, text, emails or letters.

Please use the boxes below to indicate how you agree for the trust to contact you for these purposes (more than one box can be ticked if you consent for more than one medium of communication):

Yes

This form is valid for the period of time a child attends the Academy/Setting and beyond, if a child’s photograph appears on publicity which is not updated annually.

Consent to any of the above can be withdrawn by parents/carers. Please provide the Academy/Setting with written confirmation that you withdraw your consent and specify which areas this is in relation to.

**Parent/Carer Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Student Name:** \_\_\_\_\_

**Relationship to child:** \_\_\_\_\_