



PIONEER FEDERATION



Photography and Filming Policy

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Approved by:	Full Governing Body / Executive Headteacher	
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1. Introduction: The purpose of this policy statement is to:

- protect children who take part in 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 during our events and activities;
- ensure that we operate in line with our values and within the law when creating, using and sharing images of children.

This policy statement applies to all staff, volunteers, parents and guardians of Pioneer Federation School.

We recognise that:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children, provide a record of our activities and raise awareness of our school;
- the welfare of the children taking part in our activities is paramount;
- children, their parents and guardians have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation;
- consent to take images of children is only meaningful when children, their parents and guardians understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images; **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 guardians at the beginning of the school year/or when a child starts during the academic school year.
- always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children;
- making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published;
- changing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them);
- never publishing personal information about individual children and disguising any identifying information (for example the name of the school or a school uniform with a logo);
- reducing the risk of images being copied and used inappropriately by:
 - only using images of children in appropriate clothing (including safety wear if necessary);
 - avoiding 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;
 - using images that positively reflect young people's involvement in the activity.

2. Photography and/or filming for the School's use.

We recognise that our staff may use photography and filming as an aid in activities such as music or drama. We may also use photographs of activities for the school web site or other publications. The parents/guardian of a child are asked to complete a consent form for this when a child first starts at the school. This is completely voluntary and a parent/guardian may withdraw their permission at any time. All images are made using school equipment.

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

- ensuring we only hire photographers who offer sufficient guarantees that they are processing in accordance with data protection legislation.
- 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.

3. Photography and/or filming for wider use.

If people such as local journalists, professional photographers (not hired by the school) or others 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;
- the names of children they wish to take images of (if possible);
- the reason for taking the images and/or 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
- guarantees that they are processing in accordance with data protection legislation

The 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 or guardians and inform the photographer of anyone who does not give consent - 'A data sharing agreement may be required, which we will seek advice from our Data Protection Officer on'.

At the event we will inform children, parents and guardians that an external photographer is present and ensure the photographer is easily identifiable, for example by issuing them with a coloured lanyard.

If the school is 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 child protection procedures.

If children, parents and/or guardians 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.

4. Storing images.

We will store photographs and videos of children securely, in accordance with our safeguarding policy and for the length of time outlined in our school retention schedule.

The school retention schedule is available from the school office.

We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access.

We will keep a limited number of images for a longer time, where they are of historic value or in the public interest to keep as part of the school's history and collective memory. We store these images securely in our school archive for permanent preservation.

The Pioneer Federation does not permit staff and volunteers to use any personal equipment to take photos and recordings of children. Only cameras or devices belonging to the school should be used.

5. Related policies and procedures.

This policy statement should be read alongside other relevant policies and procedures, including:

- Safeguarding and child protection policy and procedures.
- Code of conduct for staff.
- Online safety
- Data Protection Policy

Appendix 1. Information for Parents/Guardians prior to an event taking place.

Photography and/or filming for personal use.

When children themselves, parents, guardians 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 announce details of our photography policy before the start of the event.

This includes:

- reminding parents, carers and children of the need to get/give consent for photos to be used;
- 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 guardians 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 guardians who they can talk to if they have any concerns about images being shared.
- alerting parents to the potential risks of sharing images of children online.
- In some circumstances/events we may limit image taking to designated areas in the school and/or assigning a specific time during an event. This information would be provided in advance.

It may not be possible to allow parents and guardians to take photos or film at all events, particularly if:

- It is likely to disturb the performance of the children;
- It is likely to inhibit other parents view of the performance;

Parents and guardians will be informed of this before the event and will be expected to respect the wishes of the school.