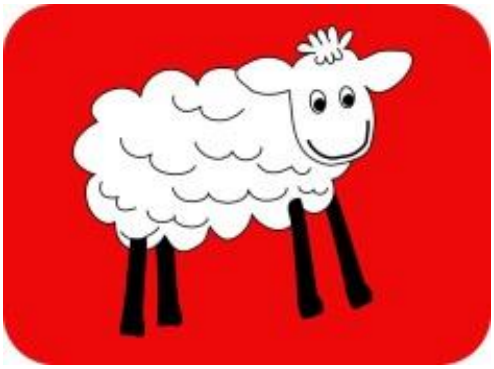


Sheepy Magna Church of England Primary School

Photography and Filming Policy

Headteacher: Alison Field

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Chair of Governors: David Wright

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Last Reviewed – June 2025

Next Review Date – June 2027

Working together as a family for all to flourish

Rationale

This policy governs the use of photography at Sheepy Magna CE Primary School, the distribution of these photographs and possible implications of publication on the internet. It applies to parents/carers and wider family members, staff, children, governors and visitors.

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

***'Photograph'* refers to still photos and film footage.**

***'Social Network sites'* includes Facebook, Twitter, Instagram, YouTube and all other social media sites.**

Taking photographs 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.

Our policy is founded on four main principles:

1. Safety and Safeguarding

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

2. Privacy

We believe children and parents are entitled to their own privacy, and can therefore choose not to feature in photographs taken at school.

3. Projecting the Right Image

Photographs taken at school should not cause embarrassment to school, the children or the staff. Only images of children suitably dressed (not in a state on undress or swimming clothes) will be taken.

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. Our school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

Parents and carers are reminded regularly about expectations regarding the use of photographs:

Consent

- When a child joins our school, their parent or carer is asked for consent for their child to appear in photos used by school (Appendix 1 – parental letter).
- Sheepy Magna CE Primary School encourages all parents to provide consent, as it enables us to include all 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.
- If a parent does not want their child to be photographed, options will be discussed with 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 school and could include for example, wearing a mask in a play if appropriate or having a role behind the scenes.

School Website and Social Media

All material posted on the school's website will first be reviewed by a member of staff, who has access to and control of accounts, to ensure photographs meet our four main principles and the following safeguarding rules:

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

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

External Photographers

- Terms for external photographers, such as local newspaper photographers, are agreed in advance with the Headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.
- Periodically school invites an official photographer into school to take portrait photographs of individual children and/or class groups. As a school we assess the validity of the photographer/agency involved and ensure that:
  - a clear brief on appropriate content and behaviour is provided by school
  - identification is worn at all times
  - parents are informed that a photographer will be in attendance
  - there will be no unsupervised access to children in one-to-one filming sessions
  - no photography or filming will be allowed outside the realms of the event

Children taking photographs in school

- Children regularly take photographs and film footage as part of everyday classroom practice; this is a powerful way of developing oral skills through reflection, review and editing.
- Any posts uploaded to the secure area must be approved by the class teacher if the photograph/comment is appropriate.
- Children only take photographs using school equipment under the supervision of staff or other authorised persons.
- Children must not upload any photographs taken within school premises (school buildings, playground, field, etc.) on to the internet or any social media sites, e.g. Facebook, Twitter, Instagram, YouTube, etc.
- Any photographs children take that are then used on the school website will be uploaded by a member of staff who has checked the images fulfil our four principles.

- Children are not to take photographs at school events with their own devices, as it cannot be guaranteed what happens to these pictures.

Whistleblowing

Sheepy Magna CE Primary School is committed to maintaining the highest standards of honesty, openness and accountability. We:

- encourage you to report suspected wrongdoing as soon as possible, in the knowledge that your concerns will be taken seriously and investigated as appropriate;
- provide reassurance that you can raise genuine concerns without fear of reprisals, even if you turn out to be mistaken.

Code of conduct for parents

Parents and carers attend school events at the invitation of the headteacher and governors. The headteacher and governors have a responsibility to decide if photography of school performances/events is permitted.

Parents are welcome to take photographs so long as they keep in mind our four principles:

- Safety
- Privacy
- Projecting the right image
- A desire to share achievements

1. **Events on school site**

This includes:

- School plays- Christmas/Nativity/end of year
- Sports Day
- Sports events on school site
- Assemblies- Class / Achievement / end of year

- For most of these, this is the school hall. For sports day, it includes the field.
- Photographs must
  - wherever possible ensure your child is the main focus of the picture
  - be for personal use only
  - must not be uploaded to social media sites
- It is not permitted to take photos in classrooms or elsewhere in 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 an award, or unavoidably such as conducting the choir. Pictures of staff other than these situations MUST NOT be taken.

2. **Events outside those listed above**

- *Sporting events off school site*,

- Photographs must
  - wherever possible ensure your child is the main focus of the picture
  - be for personal use only
  - must not be uploaded to social media sites

- *School trips*

- Parents who attend school trips are there in a volunteer helper position and cannot take photographs

- *School fayres*

- School fayres are classed as public events and this policy does not apply to these events. However we expect parents to respect the views of other parents and not publish photographs on social media sites if the photographs include other children

3. **Distribution and Publication of Photos and Videos**

- Photos taken at the events listed above (of children and/or staff) must be for parents and carers' personal use only.
- They ***must not*** be published on any internet website/social media site. The reason for this restriction is that it is not possible for individual parents to ensure that all three safeguarding rules described above are adhered to at both the time of publication, and later.

4. **Withdrawal of Permission**

- The expectation is that parents will cooperate with this policy, as it is not reasonable for school to 'police' every event.
- If it is drawn to the school's notice that there is failure to adhere to these conditions, this may, at the discretion of the Headteacher, lead to withdrawal of permission to take photographs at future events. The Headteacher may also refer the matter to the Police.

Code of Conduct for Staff

- Staff will only take photographs and film using school equipment which belongs to school: IPads, cameras etc.
- Images will be transferred and stored securely on school server and only used by school staff. Images will not be stored at home
- File names given to electronic images will not identify the child e.g. we will not use Mary Jones.jpg
- Staff may take photos & video anywhere within school for the purposes indicated on the parental consent form.
- In activities such as dance and gymnastics, the content of the photograph will focus on the activity and not on a particular child.
- Photographs of three or four children are more likely to show their learning context.
- Children's books may include photographs of individual children in order to provide evidence of what they are learning.
- Images that only show a single child with no surrounding context of what they are learning or doing should be avoided.
- Images may be published on the school website if they conform to the four main principles. They will not be published on any other internet or non-school approved social media site.
- Concerns relating to any inappropriate or intrusive photography will be reported to the headteacher.
- Photographs will be stored on the server in year folders for 7 years after which this folder will be deleted and removed from the school system
- Members of staff who are also parents/carers of children at school are permitted to take photographs at school events under the terms described in 'Code of Conduct for parents'.
- School will keep a list of photographic consent and take photos accordingly.
- Staff must not take photos of any child whose parent/carer has not given consent.
- Staff can take photographs on school trips as part of a record of the children's work.
- Staff can take photographs at school fayres however we expect any photographs to be in line with our principles and parental consent.

Photography and Filming Parental consent letter

Name of Pupil:

Date:

	Please circle your answer
May we use your child's photograph on our website, X or in school promotions, such as the prospectus?	YES/NO
Are you happy for your child to be photographed by local newspapers and other news media (including television)?	YES/NO
Do you agree that if you, or members of your family, take photographs or video recordings at a school event, these will be kept for family use only?	YES/NO
Do you understand your decision on whether to give consent will remain valid during your child's time at the school, unless you notify the school to the contrary, in writing.	YES/NO

Signed (parent or carer)_____