



Photography and Filming Policy

Swinderby All Saints Primary School

Approved by:

Policy Approvals Panel

Date: July 2024

The purpose and scope of this policy statement

The purpose of this policy statement is to:

- Protect children and young people who take part in school 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 Swinderby All Saints Primary School.

Legal framework

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance is available on:

- Online abuse learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse
- Child protection learning.nspcc.org.uk/child-protection-system

We believe that:

- Children and young people should never experience abuse of any kind
- We have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that:

- The welfare of the children and young people taking part in our activities is paramount
- Children and their parents/carers 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 the children and their parents/carers understand the potential risks associated with the use and distribution of these images
- There are potential risks associated with sharing images of children online.

More information about this is available from:

learning.nspcc.org.uk/research-resources/briefings/photography-sharing-images-guidance

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 (this is requested when a child starts school with us)
- 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
- 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)
- 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.

We will also 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 knows the procedures to follow to keep children 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 announce details of our photography policy before the start of the event. This includes:

- Reminding parents/carers and children that they need to give consent for school to take and use images of children
- Asking for photos taken during the event not to be shared on social media or asking people to gain permission from children and their parents/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 Swinderby All Saints Primary School

We recognise that our teachers may use photography and filming as an aid to learning. However, children/young people and their parents/carers must be made aware that this 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 and parents/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 Swinderby All Saints) or students wish to record one of our events and share the images professionally or in the wider world, they should seek permission from the Headteacher 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.

Swinderby All Saints 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 they are easily identifiable, for example by using them with a coloured identification badge.

If we 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 child protection procedures.

Storing images

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law.

We will keep electronic images in a protected folder with restricted access and be stored for the period of time the children are in our school.

We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

We do 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.

Related policies and procedures

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

- Safeguarding
- Procedures for responding to concerns about a child or young person's wellbeing
- Code of conduct for staff and volunteers
- Online safety policy and procedures for responding to concerns about online abuse

Designated safeguarding Lead: Zoe Longstaff

Deputy Lead for Safeguarding and child protection: Jodie Crane

This policy was taken from the NSPCC website

NSPCC Helpline : 0808 800 5000

Appendix A

When someone sneakily records a school Christmas Play or Sports Day, it is likely there is a child in the group photograph at risk of abuse or who has been removed from a dangerous and chaotic life and placed into foster care or with adoptive parents.

If that picture with the child in the background is then posted onto social media sites, the chances are it will be shared and more than likely end up in the hands of the abusers who will see it and then know the child's school.

This child then has to pack up their belongings, move to a new home, new school, new carers, new life, the previous carers are also at risk along with their own children...

... All because someone felt the need to share it on facebook! Please follow school policy; we are not being miserable, we are asking you to protect vulnerable children.