The Rowan Learning Trust

Digital photography, video and images policy

Photography and videography in schools is subject to the (insert name of new legislation). In addition to these statutory rights, restrictions on photography arise from the need to safeguard our students, and from copyright issues in performances.

From time to time, we may wish to capture video or photographs of the children at our school. These images may be used on our website, in printed materials such as prospectuses, on selected social media platforms such as Twitter, and by the wider RLT network of schools. There may also be times when our school is visited by members of the press or media who will take photographs or film footage. Pupils will often appear in these images, which may appear in local or national newspapers or on televised news programmes.

We write to all parents to obtain consent for this usage. Where parents have not given consent, we take steps to ensure their child's image is not identifiable in any of our materials.

- Staff should inform and educate students about the risks associated with taking and distributing images, particularly via social media
- Staff are permitted to take photography & video using school equipment to support educational aims, but must follow school policy regarding sharing and distribution.
- Care should be taken that students are appropriately dressed and are not participating in activities that would bring the school into disrepute.
- Students must not take, use or distribute images of others without their permission.
- Photographs published on the website, or elsewhere that include students will be selected carefully and will comply with good practice guidance.
- Students' full names will not be used anywhere on a website or blog, particularly in association with photographs.
- The school will not use publicly or externally images of students whose parents or carers have not given consent.
- Any concerns must be reported to the Safeguarding Officer
- Photographs taken by staff on school visits may be used in the curriculum and displayed within the school or at parents' evenings to illustrate the work of the school except in cases where the parent/carer has opted their child out.
- Photographs taken for internal classroom curricular, assessment, security, registration, training and development or travel reasons will not be used for other purposes.
- Cameras are prohibited in the toilet areas.

Photography by parents

Where practical, arrangements can be made to allow photographs to be taken by parents and other guests attending school events, providing this does not interfere with the smooth running of the event, or affect the health and safety of students and others. Parental photography must not include any child whose parent has refused consent for any reason.

This may necessitate offering photography opportunities before or after the event of those who are authorised to be involved.

On occasion, photography and videography will not be permitted for copyright reasons. If this is the case, staff will inform parents prior to the event.

Student Photography

Students will photograph each other extensively during certain activities and especially during offsite events and residential periods. Staff should maintain the supervision and management control expected in their "duty of case" role, they must ensure they inform all students of the expectations with regard to photographing their peers. There may be incidents where students take inappropriate photographs. Staff must endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of personal cameras and subsequent use of imaged involved.

Name of student:	
Name of Parent:	
Parent Signature:	
Date of signature:	

Please tick **ONE** of the below options

	I give consent for my child's image to be used by the academy as detailed in this policy.
	I do not give consent for my child's image to be used by the academy as detailed in this policy.