

Digital Photography and Images Policy



St John
Bosco
College

January 2017

Reviewed (date)

Signed (Chair of Governors).....

St John Bosco College takes seriously its responsibility to protect and promote the safety and welfare of our students. We recognise this responsibility extends to how we manage the use of still and video images of students and have put in place appropriate safeguards.

Photography and videography in schools is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families.

As well as these statutory rights, restrictions on photography arise from issues of safeguarding and copyright in performances. St John Bosco College recognises that it is difficult to balance the benefits of having photographic records of the wide variety of events that take place day to day in the academy's environment, whilst also appropriately protecting the individuals associated with the school.

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

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

We write to all parents and carers when their child joins St John Bosco College to inform them that their child's image may be used in marketing, promotional and educational material produced by St John Bosco College. Parents and carers who do not wish for their children's images to be used in this capacity, for any reason, may opt out *by informing the school in writing*.

Where parents have opted out, we take steps to ensure their child's image is not identifiable in any of our materials.

St John Bosco College will use reasonable judgement when using images for the progression of the school and its students whilst always respecting the wishes of the individual and their parents.

Definitions:

□ 'Photography' includes photographic prints, streaming media and transparencies, video, film and digital imaging, created using devices such as cameras, video cameras, phones, tablets, etc.

□ 'Parent' means anyone with parental rights and responsibilities in relation to a student, including Guardians and Carers

Aims

This policy aims to:

- Facilitate photography for the educational purposes of the school
- Facilitate photography for the business purposes of the school
- Respect the rights of individuals
- Safeguard individuals
- Allow personal family photography where possible

Use of Digital and Video Images

The development of digital imaging technologies has created significant benefits to learning, allowing staff and students instant use of images that they have recorded themselves or downloaded from the internet. However, staff and students need to be aware of the risks associated with sharing images and with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. There are many reported incidents of employers carrying out internet searches for information about potential and existing employees.

St John Bosco College will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm:

- When using digital images, staff should inform and educate students about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.
- Staff are allowed to take digital / video images, using School equipment, to support educational aims, but must follow school policies concerning the sharing, distribution and publication of those images.
- Care should be taken when taking digital / video images that students are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Students must not take, use, share, publish 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 on the use of such images.
- 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 opted their children out.
- St John Bosco College staff must report any concerns relating to any inappropriate or intrusive photography to the Safeguarding Officer.
- St John Bosco College staff must not use any images that are likely to cause distress, upset or embarrassment.
- 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.
- Copyright and use of photographs is carefully controlled by and retained safely by the school
- Photographs taken for internal classroom curricular, assessment, security, registration, training and development or travel reasons will not be used for other purposes.
- Cameras and mobile phones are prohibited in the toilet areas.

Photography by and of School Staff

Photographs of staff members may be used by the school in promotional materials. Staff members also have the right to opt out of these uses, but must inform the Headteacher in writing.

Photographs by Other Authorised Agencies

The involvement of other agencies can only be authorised by the Headteacher.

Other agencies may include:

- Reputable commercial photographers, commissioned by the Headteacher. The law allows them to retain the copyright of photographs they take.
 - The press and other media. Copyright rests with the photographer.
- Parents will be informed by the Headteacher when such occasion arise.

Photography by parents

Photography in schools traditionally forms an enduring part of each family's record of their child's progress and a celebration of success and achievement as well as being an established social practice. Where practical, arrangements can be made to allow photographs to be taken by parents and other guests attending school events. Photography must not be allowed to upset the performance or smooth running of the event or affect the health and safety of students and others. When a parent does not agree to their child being photographed a member of the senior management team must inform staff and make every effort to comply sensitively. 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.

Parental photography is secondary to the main aims and purposes of performances and must not be allowed to interfere with the opportunities for student participation.

Commercial copyright in a dramatic performance or musical will normally exclude any audio or video recording by the public (i.e. other than the school for internal purposes) and in that event parents and their guests must be informed that the infringement of copyright is forbidden. If parents are unsure whether or not permission has been given by staff to record a particular performance or event, they should ask the person responsible for organising it. If permission is granted it will be for private use only and not for social media sites.

Student Photography

Students will photograph each other extensively during certain activities especially during offsite events and residential periods. Staff should maintain the supervision and management control expected in their "duty of care" role, they must ensure they inform all students of the expectations with regard to photographing their peers. Students should be educated about acceptable behaviour when photographing their peers. There may be incidents where students take inappropriate photographs, perhaps showing friends and other students inappropriately dressed. Staff must endeavour to discourage this practice, as it is open to abuse, but ultimately parents are responsible for monitoring their child's use of personal cameras and subsequent use of images involved