



**BEVERLEY SCHOOL
AND SERVICE FOR
PUPILS WITH AUTISM**

PHOTOGRAPHY AND VIDEO POLICY

Updated:October 2019
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PHOTOGRAPHY AND VIDEO POLICY

INTRODUCTION

This policy details the rules governing photography and recording videos at the school, the distribution of these photos and videos, and their publication on the internet. It covers the rules for staff, governors and parents / carers, and is founded on four main principles:

- **Safety**
The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at school.
- **Privacy**
We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at the school.
- **Projecting the right image**
Photographs taken at school should not do anything that may cause embarrassment to the school, the children or the staff.
- **Sharing children's achievements**
It is natural for every parent to want to share their children's activities and achievements at school with their friends and family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

CONSENT

When a child joins the school, their parent or carer is asked for consent for the child to appear in photos on the school website. The school encourages all parents / carers to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents / carers may withdraw consent at any time, or grant consent if they had previously declined.

SCHOOL WEBSITE

The school endeavours to publish on the school website as wide a selection of photos and videos of school events and general school life. Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or carer has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school or the children and staff involved.
4. It should usually not include any child who left the school more than two years ago.

Rule 4 is worth explaining in more detail. Most children are excited to see photos or videos of themselves on the school website. But as they get older, they are not always so enthusiastic about reminding themselves, or others, of their younger selves. The school will therefore endeavour to remove older photos featuring children who have left the school some time ago in order to avoid any embarrassment or discomfort it may cause them.

RULES FOR PARENTS / CARERS AND GOVERNORS

Parents and carers are permitted to take photographs and record videos at designated school events, as long as they agree to the conditions described in this policy.

These events include:

- Harvest and Easter services
- Music assemblies
- Sports Day
- Christmas performance
- Topic displays
- Family assemblies (photos only, no video, see note 1 below)
- Enterprise fayres
- Any other family event

Note 1: Video may not be recorded at weekly family assemblies because these regularly identify children by name.

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports day, it includes the playground and field. It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the Headteacher.

Outside Designated Events

It is not permitted to use a camera on school premises **at any time** outside these designated events unless explicitly authorised by the Headteacher.

Distribution and Publication of Photos and Videos

Photos taken at these events are for your own personal use only. They may be shared by email with friends and family, but **must not** be published on **any** internet site. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services.

The reason for this restriction is that it is not possible for individual parents / carers to ensure that all four of the safeguarding rules described above are adhered to at both the time of publication, and later.

Sharing Photos on the School Website

As described above, the school endeavours to publish a selection of photos and videos from events on the school website. You may share links to these pages on social media services, because any photos or video appearing on the school website will have been checked to ensure they conform to all the safeguarding rules. These links will cease to work once the photos have been removed from the school site.

You may download the photos from the school website for your own personal use, but you may not republish them anywhere on the internet.

Photos featuring only your own children

There is one exception to the internet publication rule. If the photo or video includes **only** your own children, you may share it on the internet however you like. For this exception to apply **there must be no other children in shot**, however briefly or clearly they can be seen. The reason for this exception is that the school recognises that how you use photos of your own children is a decision purely for you.

Withdrawal of permission

Failure to adhere to these conditions may, at the discretion of the Headteacher, lead to a withdrawal of permission to use a camera at future events.

RULES FOR STAFF

- Staff may take photos and video anywhere within the school for the purposes indicated on the parental consent form.
- These may be published to the school website if they conform to the safeguarding rules described above.
- They may not be published on any other internet or social media site.
- They may be shared with other members of staff by email to support teaching work. They may not be shared with friends and family.
- The school cameras should be used to take photographs where possible. When the sole purpose of the photo is uploading to the school website, staff may use their own mobile phones, as long as the photo is deleted after upload.
- Photos should be stored only on password protected laptops, or encrypted memory sticks, and should be deleted once the children in the photo have left the school.

- Members of staff who are also parents / carers of children at the school are permitted to take photographs at school events under the terms described in “rule for parents / carers and governors”.

EXTERNAL PHOTOGRAPHERS

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the Headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.