



Brickhouse Primary School

Use of Digital and Video Images Policy

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Statement of intent

At Brickhouse Primary School, we use images and videos for a variety of purposes, including prospectuses, display boards, educational purposes, conferences and the school website. We understand that parents may also wish to take videos or photos of their children participating in school events for personal use.

Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the GDPR and the Data Protection Act (DPA) 2018, the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The school has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the school with regard to pupils' safety.

In order to ensure that, as far as possible, the use of photography and video is used safely at all times, the policy provided below should be followed. This policy is applicable to all forms of visual media, including film, print, video, DVD and websites.

1. Legal framework

- 1.1. This policy has due regard to all relevant legislation including, but not limited to, the following:
 - The Data Protection Act 2018
 - The General Data Protection Regulation
 - The Freedom of Information Act 2000
 - The Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004
- 1.2. This policy has been created with regard to the following guidance:
 - ICO (2018) 'Guide to the General Data Protection Regulation (GDPR)'
- 1.3. This policy also has due regard to the school's policies including, but not limited to, the following:
 - Data Protection Policy
 - Records Management Policy

2. Definitions

- 2.1. For the purposes of this policy:
 - **“Camera”** is used to refer to mobile phones, tablets, webcams, portable gaming devices and any other equipment or devices which may be used to take photographs.
 - **“Personal use”** of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo and are not intended to be passed on to unknown sources. The principles of the GDPR and the DPA 2018 do not apply to images and videos taken for personal use.
 - **“Official school use”** is defined as photography and videos which are used for school purposes, e.g. for building passes and identity cards. These images are likely to be stored electronically alongside other personal data. The principles of the GDPR and the DPA 2018 apply to images and videos taken for official school use.
 - **“Media use”** is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for a local newspaper. The principles of the GDPR and the DPA 2018 apply to images and videos taken for media use.
 - Staff may also take photos and videos of pupils for **“educational purposes”**. These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events,

assessment and workbooks. The principles of the GDPR and the DPA 2018 apply to images and videos taken for educational purposes.

3. Responsibilities

3.1. The Headteacher is responsible for:

- Submitting consent forms to parents, and pupils where appropriate, at the beginning of the academic year with regards to photographs and videos being taken whilst at school.
- Ensuring that all photos and videos are stored and disposed of correctly, in line with the GDPR and the DPA 2018.
- Deciding whether parents are permitted to take photographs and videos during school events.
- Communicating this policy to all the relevant staff members and the wider school community, such as parents.

3.2. The DSL is responsible for:

- Liaising with social workers to gain consent for the use of photographs and videos of LAC pupils.
- Liaising with the DPO to ensure there are no data protection breaches.
- Informing the Headteacher of any known changes to a pupil's security, e.g. child protection concerns, which would mean that participating in photography and video recordings would put them at significant risk.

3.3. Parents, and pupils where appropriate, are responsible for:

- Completing the [Consent Form](#) on an annual basis.
- Informing the school in writing if they wish to make any changes to their consent.
- Acting in accordance with this policy.

3.4. In accordance with the school's requirements to have a DPO, the DPO is responsible for:

- Informing and advising the school and its employees about their obligations to comply with the GDPR and the DPA 2018 in relation to photographs and videos at school.
- Monitoring the school's compliance with the GDPR and the DPA 2018 in regards to processing photographs and videos.
- Advising on data protection impact assessments in relation to photographs and videos at school
- Conducting internal audits regarding the school's procedures for obtaining, processing and using photographs and videos.
- Providing the required training to staff members in relation to how the GDPR and the DPA 2018 impacts photographs and videos at school.

- 3.5. Overall responsibility for the appropriate use of photography at school and in connection with school events rests with the Headteacher and the DSL.

4. Consent

- 4.1. All photographs and video content are classified as personal data under the GDPR and the DPA 2018; images or video content may be used for publicity or other purposes only once informed consent has been provided, and it has not been withdrawn.
- 4.2. Parents are responsible for providing consent on their child's behalf, except where the processing is related to preventative or counselling services offered directly to children.
- 4.3. Parents and pupils are required to be aware that their child/they may be photographed at school and they have the right to withdraw consent for:
- Photographs or video taken by members of staff for school-based publicity and promotional purposes (school newsletters/prospectus) or for anonymous use on the school website.
 - Photographs or video taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.
 - Photographs or video taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success.
- 4.4. The school understands that consent must be a positive indication. It cannot be inferred from silence, inactivity or pre-ticked boxes.
- 4.5. Consent will only be accepted where it is freely given, specific, informed and an unambiguous indication of the individual's wishes.
- 4.6. Where consent is given, a record will be kept documenting how and when consent was given and last updated.
- 4.7. The school ensures that consent mechanisms meet the standards of the GDPR and the DPA 2018. Where the standard of consent cannot be met, an alternative legal basis for processing the data will be found, or the processing will cease.
- 4.8. Parents and pupils, as applicable, will be asked to complete the Consent Form on an annual basis, which will determine whether or not they allow their child/themselves to participate in photographs and videos.
- 4.9. The Consent Form will be valid for the full academic year, unless the pupil's circumstances change in any way, e.g. if their parents separate, or consent is withdrawn. Additional consent forms will be required if the pupil's circumstances change.

- 4.10. If there is a disagreement over consent, or if a parent/pupil does not respond to a consent request, it will be treated as if consent has not been given and photographs and videos will not be taken or published of the pupil without consent.
- All parents and pupils are entitled to withdraw or change their consent at any time during the school year.
 - Parents or pupils withdrawing their consent must notify the school in writing.
- 4.11. If any parent or pupil withdraws or changes their consent, or the DSL reports any changes to a pupil's security risk, or there are any other changes to consent, the list will also be updated and re-circulated.
- 4.12. For any LAC pupils, or pupils who are adopted, the DSL will liaise with the pupil's social worker, carers or adoptive parents to establish where consent should be sought. Consideration will be given as to whether identification of an LAC pupil, or pupils who are adopted, would risk their security in any way.
- 4.13. Consideration will also be given to any pupils for whom child protection concerns have been raised. Should the DSL believe that taking photographs and videos of any pupils would put their security at further risk, greater care will be taken towards protecting their identity.
- 4.14. A list of all the names of pupils for whom consent was not given will be created by the School Office and will be circulated to all staff members. This list will be updated annually, when new consent forms are provided.

5. General procedures

- 5.1. Photographs and videos of pupils will be carefully planned before any activity.
- 5.2. The Headteacher will oversee the planning of any events where photographs and videos will be taken.
- 5.3. Where photographs and videos will involve LAC pupils, adopted pupils, or pupils for whom there are security concerns, the Headteacher will liaise with the DSL to determine the steps involved.
- 5.4. When organising photography and videos of pupils, the Headteacher, as well as any other staff members involved, will consider the following:
- Can general shots of classrooms or group activities, rather than individual shots of pupils, be used to fulfil the same purpose?
 - Could the camera angle be amended in any way to avoid pupils being identified?
 - Will pupils be suitably dressed to be photographed and videoed?

- Will pupils of different ethnic backgrounds and abilities be included within the photographs or videos to support diversity?
 - Would it be appropriate to edit the photos or videos in any way (e.g. to remove logos which may identify pupils)?
 - Are the photographs and videos of the pupils completely necessary, or could alternative methods be used for the same purpose? E.g. could an article be illustrated by pupils' work rather than images or videos of the pupils themselves?
- 5.5. The list of all pupils of whom photographs and videos must not be taken will be checked prior to the activity. Only pupils for whom consent has been given will be able to participate.
- 5.6. The staff members involved, alongside the Headteacher and DPO will liaise with the DSL if any LAC pupil, adopted pupil, or a pupil for whom there are security concerns is involved.
- 5.7. A school-owned digital camera/iPad will be used to take photographs and videos of pupils. Exceptions to this are outlined in [section 8](#) of this policy.
- 5.8. Staff will ensure that all pupils are suitably dressed before taking any photographs or videos.
- 5.9. Where possible, staff will avoid identifying pupils. If names are required, only first names will be used.
- 5.10. The school will not use images or footage of any pupil who is subject to a court order.
- 5.11. The school will not use photographs of:
- Children who have left the school, without the consent of their parents or, where appropriate, the children themselves.
 - Staff members who have left the school, without their consent.
- 5.12. Photos and videos that may cause any distress, upset or embarrassment will not be used.
- 5.13. Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the Headteacher.

6. Additional safeguarding procedures

- 6.1. The school understands that certain circumstances may put a pupil's security at greater risk and, thus, may mean extra precautions are required to protect their identity.

- 6.2. The DSL will, in known cases of a pupil who is an LAC or who has been adopted, liaise with the pupil's social worker, carers or adoptive parents to assess the needs and risks associated with the pupil.
- 6.3. Any measures required will be determined between the DSL, social worker, carers, Headteacher and adoptive parents with a view to minimising any impact on the pupil's day-to-day life. The measures implemented will be one of the following:
- Photos and videos can be taken as per usual school procedures
 - Photos and videos can be taken within school for educational purposes and official school use, e.g. on registers, but cannot be published online or in external media
 - No photos or videos can be taken at any time for any purposes
- 6.4. Any outcomes will be communicated to all staff members via a staff briefing and the list outlining which pupils are not to be involved in any videos or photographs, held in the school office, will be updated accordingly.

7. General use of iPad's

- 7.1. Members of staff will be provided with an iPad to record and maintain pictorial evidence of the lessons, behaviour, activities and events related to their pupils.
- 7.2. Photos may only be taken for educational purposes and in "school or educational provision settings" as mentioned above.
- 7.3. The use of personal cameras, mobile phone cameras or other recording equipment is prohibited on school premises at all times.
- 7.4. The school-owned iPads are located in the secure cupboard within each classroom. Members of staff are responsible for making sure that the camera is locked away after use in at the end of the day.
- 7.5. Each iPad will be clearly labelled as belonging to the school/member of staff.
- 7.6. Members of staff are not allowed to bring in personal cameras without prior permission. If personal cameras are allowed to be brought in due to a specialist requirement or defective equipment, the memory card should be shown to be empty and images downloaded to the school's server.
- 7.7. iPad's are not permitted to be taken into the toilet/or swimming pool/changing area. If necessary (e.g. photographs of pupils washing their hands), then prior permission needs to be sought from the Headteacher. Staff members are required to be supervised while carrying out this activity.

- 7.8. Staff or other adults are not permitted to take photographs of pupils in vulnerable circumstances, such as when they are upset or inappropriately dressed.
- 7.9. Members of staff and the school community are required to report inappropriate use of iPad's cameras and images to the Headteacher. If it is found that any incidents raise child protection concerns, immediate action will be taken in consultation with the DSL.
- 7.10. The school is not responsible for a lost, stolen or damaged iPad. This remains the responsibility and obligation of the member of staff.

8. Other school-owned devices

- 8.1. Digital photographs and videos held on the school's drive are accessible to staff only. Photographs and videos are stored in labelled files, annotated with the date, and are only identifiable by year group/class number – no names are associated with images and videos. Files are password protected and only staff members have access to these passwords.

9. Storage and retention

- 9.1. As per the GDPR and the DPA 2018, images obtained by the school will not be kept for longer than necessary; retention periods for the different types of personal data are outlined in the school's Record Management Policy.
- 9.2. Paper documents will be shredded or pulped and electronic memories scrubbed clean or destroyed once the retention period has ended.
- 9.3. The IT Technician will review stored images and videos on a termly basis to ensure that all unwanted material has been deleted.
- 9.4. Where a parent or pupil has withdrawn their consent, any related imagery and videos involving their child/the pupil will be removed from the school drive immediately.
- 9.5. When a parent withdraws consent, it will not affect the use of any images or videos for which consent had already been obtained. Withdrawal of consent will only affect further processing.
- 9.6. Where a pupil's security risk has changed, the DSL will inform the Headteacher immediately. If required, any related imagery and videos involving the pupil will be removed from the school drive immediately. Hard copies will be removed by returning them to the parent/pupil or by shredding, as appropriate.
- 9.7. Official school photos are held on SIMS alongside other personal information and are retained for the length of the pupil's attendance at the school, or longer if necessary, e.g. due to a police investigation.

- 9.8. Images taken on an iPad must be downloaded as soon as possible on to a school computer/laptop.
- 9.9. Members of staff are responsible for ensuring that images are safely stored, particularly on memory sticks and hard drives. They must take reasonable measures to ensure that they do not come into the possession of unauthorised persons.
- 9.10. No digital image will be altered or enhanced in any way by any member of staff, unless given prior permission by the Headteacher to do so.
- 9.11. The school may require images to be deleted or edited as appropriate and may choose to use images taken by members of staff or volunteers for other purposes, provided the processing conditions and consent requirements of this policy are met.
- 9.12. Staff members are responsible for ensuring that edited images do not mislead or misrepresent. They must not edit images which result in their subject being vulnerable to embarrassment, teasing, bullying or abuse.
- 9.13. Members of staff must remember that, even when images are physically deleted from an iPad, the iPad must be appropriately disposed of to ensure that no imprint remains.

10. Appropriate use of images under the GDPR and the DPA 2018

- 10.1. Photographs are used in school for many reasons and the different uses for the same image should be considered separately, as each photograph and use will potentially have different conditions for processing.
- 10.2. As a public body, the school **must** consider whether the processing is taking place in the performance of its duties as a public authority. Where this is the case, the legal basis for processing will be recorded as 'public task' not 'legitimate interests' – public authorities cannot use legitimate interests as a lawful basis if the processing is in the performance of their tasks as a public authority.
- 10.3. To judge whether legitimate interest can be used as the basis for processing data, the school will carry out three different tests, these are:
 - A purpose test – establishing the reasons for using the data, what will be achieved and whether the benefits are justifiable.
 - A necessity test – establishing whether the processing of pupils' data will be useful and whether there is a less intrusive way of reaching a means to an end.
 - A balance test – establishing the impact it will have on the data subject by processing the data for said reason.

- 10.4. These three tests make up a 'legitimate interest assessment' (LIA) – the school will carry out an LIA prior to obtaining the data and it will be recorded in a physical copy in compliance with the GDPR and the DPA 2018.

Photographs used in identity management

- 10.5. These are likely to be essential for performing the public task of the school, but they will be deleted once the child is no longer in attendance – as they are no longer needed for the purpose for which they were held.

Photographs used for marketing purposes

- 10.6. Photographs will not be used for marketing purposes unless the school has specific informed consent for the images and the images are only used in line with the consent provided.

Photographs in the school environment relating to education

- 10.7. These photographs may be essential for performing the public task of the school, but once the pupil has left the school this argument is insufficient. If the school wishes to display the image beyond the pupil's time at the school, we will obtain the pupil's permission. If permission is not granted, the image will be removed.
- 10.8. When gaining consent, including when initially taking the photograph or when the purpose of the image has changed, the pupil, or where appropriate their parents, will be informed of the retention period pertaining to the use of the image. If the image is still on display after the retention period stated in the privacy notice used to gain consent, the school will be in breach of data protection obligations and may be subject to a fine.

11. Privacy notices

- 11.1. The school uses privacy notices with declarations attached to inform pupils and their families about how their personal data may be collected and as one method of gaining consent.

12. Sharing of images

- 12.1. All images taken by members of staff or volunteers at school or on school activities remain the property of the school.
- 12.2. Images must not be shared with anyone outside the school or held for private use.
- 12.3. No digital image will be uploaded onto any internet/intranet system without the express permission of the child's parent/carers.

- 12.4. Images may under no circumstances be emailed or shared via private e-mail accounts unless a parent has asked for a photo of their child to be sent to them.
- 12.5. Unless specific prior consent has been obtained, members of staff and volunteers must not post school images on personal pages of social networking sites or other websites.

13. Use of a professional photographer

- 13.1. If the school decides to use a professional photographer for official school photos and school events, the Headteacher will:
- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.
 - Issue the photographer with identification, which must be worn at all times.
 - Let pupils and parents know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of videos and/or photographs.
 - Not allow unsupervised access to pupils or one-to-one photo sessions at events.
 - Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photographs for any other purpose.
 - Ensure that the photographer will comply with the requirements set out in the GDPR and the DPA 2018.
 - Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images and/or videos are not used for anything other than the purpose indicated by the school.

14. Permissible photography and videos during school events

- 14.1. If the Headteacher permits parents to take photographs or videos during a school event, parents will:
- Remain seated while taking photographs or videos during concerts, performances and other events.
 - Minimise the use of flash photography during performances.
 - In the case of all school events, make the focus of any photographs and/or videos their own children.
 - Avoid disturbing others in the audience or distracting pupils when taking photographs or recording videos.

- Ensure that any images and recordings taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- Refrain from taking further photographs and/or videos if and when requested to do so by staff.

Date: January 2024

Review: January 2027



ROWLEY LEARNING TRUST

BRICKHOUSE PRIMARY SCHOOL

MEDIA & PHOTOGRAPHIC CONSENT FORM

Under the new General Data Protection Act 2018 (GDPR), the school is required to obtain permission for the children to be included in certain activities and events. Please complete the slip below and return to school by **xxxxxxx**.

If we do not receive your slip by the deadline, we will have to assume that we do not have your permission and your child will be excluded from any photographs that are taken over this academic year.

The use of photographic images will be used in school for the duration of this academic year, unless otherwise stated.

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Parental Consent

I give permission for my child's photograph to be included in displays in the school both in the classrooms/corridors and school halls	YES/NO*
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I give permission for my child's photograph to be included in displays where the press may be invited into school to photograph various activities	YES/NO*
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I give permission for my child to have their photograph taken by the schools photographer (individual)	YES/NO*
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I give permission for my child to have a class photograph taken where these will be shared with other parents	YES/NO*
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I give my permission for my child's photograph or video image to be used on social media	YES/NO*
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I give my permission for my child's photograph or video image to be included on the school website	YES/NO*
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I give my permission for my child's photograph or video image to be included in school merchandise

YES/NO*

I give my permission for my child's photograph or video image to be used in school marketing material (anticipated for 3 years), which includes being displayed on the school website and in local or national newspapers

YES/NO*

Child's Name.....

Class.....

Signed..... Parent/Guardian

Date.....

*Please delete as necessary