



Policy for the Safe Use of Photographs & Video

Introduction

Schools need and welcome publicity, and photographs of our students add colour, life and interest to social media sites and articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase motivation and staff morale, and help students, their families, our ETOs and other members of the EUK community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. We need to respect students', and for under 18s, parents' rights of privacy and be aware of potential child protection issues. At WSE every reasonable effort is made to minimise risk by following the guidelines detailed in this document and by securing the students' consent (& for under-18s, parental consent) for the use of photographs and film.

This policy applies to the use of photographs in school publicity materials, on its website, on the school's pages on social media sites, and in the press.

The implementation of this policy is the responsibility of all staff.

Child Protection

- There may be a risk when individual students can be identified in photographs. For that reason WSE has developed this policy to make every effort to minimise risk.
- In the event of the inappropriate use of photographs of any under 18s the Principal or the DSL will inform the relevant authorities.

Data Protection Act 2018

- Photographs and video images of students and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of under-18s, their legal guardians.
- WSE will not display images of pupils or staff on websites, social media, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.
- Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

Appropriate Use of Images in School Publicity Materials

WSE will:

- Ensure that images are stored securely and used only by those authorised to do so;
- ensure that electronic images are stored on a secure network to which members of the public have no access;
- secure parental consent for the use of photographs of under 18s;
- secure the consent of all students aged 18 and over
- secure the consent of staff



- not use photographs of children or staff who have left the school without their consent

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that:

Students must not be approached or photographed while at school without the permission of the school authorities.

Policy on Taking Photographs of Children

- This policy refers to the use of any film or digital camera including mobile phones:
- Only staff authorised by the Centre Manager or Head Office are allowed to take pictures of students and must be employees of WSE. Students must never be photographed alone, but always in pairs or groups
- No clues as to the identity of the student must be visible in the image
- Members of staff and/or Group Leaders of both gender must be present
- Students are to be asked their permission before taking the picture
- Only pictures of students in appropriate dress are acceptable, for example, taking pictures of students at poolside is not allowed
- Any person taking photographs must have their identity card clearly visible to the subjects and should let the person being photographed know whether or not the image will be retained for further use
- Images must be securely stored and only used by those authorised to do so
- Authorised photographs and videos of students should never be posted online except where staff have been given permission to do so for the purposes of marketing and official authorisation has been received from the relevant student(s) and/or parent/guardian.
- Images must not be transmitted electronically, or printed copies distributed, unless authorised by Centre Manager or Head Office
- Anyone suspected of capturing unauthorised or inappropriate images should be reported to the Centre Manager or Head Office

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