

Thackley Primary School

Media Policy



At Thackley Primary School, we use images and videos for a variety of reasons, including prospectuses, display boards, educational purposes, newsletters, internal digital signage, the school website and on social media such as twitter. 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 General Data Protection Regulation (GDPR), the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

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. Responsibilities

The Headteacher is responsible for:

- Submitting consent forms to parents 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.
- 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.

The Designated Safeguarding Lead (DSL) is responsible for:

- Liaising with social workers to gain consent for the use of photographs and videos of Children Looked After (CLA) pupils.
- Liaising with the Data Protection Officer (DPO) to ensure there are no data protection breaches.
- Informing the Executive Headteacher and Head of School 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.

Parents 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.

In accordance with the school's requirements to have a Data Protection Officer (DPO), the DPO is responsible for:

- Informing and advising the school and its employees about their obligations to comply with the GDPR in relation to photographs and videos at school.
- Monitoring the school's compliance with the GDPR 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 impacts photographs and videos at school.

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

2. Consent

- All photographs and video content are classified as personal data under GDPR, images or video content may be used for publicity or other purposes only when the parent has provided informed consent and has not withdrawn their consent.
- Up to the age of 13, parents are responsible for providing consent on their child's behalf.

- The school understands that consent must be a positive indication. It cannot be inferred from silence, inactivity or pre-ticked boxes.
- 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.
- For any CLA 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 CLA pupil, or pupils who are adopted, would risk their security in any way.
- 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.
- A list of all the names of pupils for whom consent was not given will be created by the Office Staff and will be circulated to all staff members. This list will be updated annually, when new consent forms are provided.

3. General procedures

When organising photography and videos of pupils, the Headteacher as well as any other staff members involved, will consider the following:

- 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.
- The staff members involved, alongside the Headteacher and DPO, will liaise with the DSL if any CLA pupil, adopted pupil, or a pupil for whom there are security concerns is involved.
- School equipment will be used to take photographs and videos of pupils.
- Staff will ensure that all pupils are suitably dressed before taking any photographs or videos.
- Where possible, staff will avoid identifying pupils. If names are required, only first names will be used.
- The school will not use photographs of children or staff members who have left the school, without parental consent.
- Photos and videos that may cause any distress, upset or embarrassment will not be used.
- Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the DPO.

4. Additional safeguarding procedures

- 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.
- The DSL will, in known cases of a pupil who is an CLA 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.

5. School-owned devices

- Staff are encouraged to take photos and videos of pupils using school equipment; however, they may use other equipment, where consent has been sought from the Headteacher prior to the activity.
- Where school-owned devices are used, images and videos will be provided to the school at the earliest opportunity and removed from any other devices.
- Staff will not use their personal mobile phones, or any other personal device, to take images and videos of pupils unless under exceptional circumstances and where consent has been sought from the Headteacher prior to the activity.
- Photographs and videos taken by staff members on school visits may be used for educational purposes, e.g. on displays or to illustrate the work of the school, where consent has been obtained.
- 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.

6. Permissible photography and videos during school events

If the **Headteacher** permits parents to take photographs or videos during a school event, parents will:

- 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.

7. Monitoring and review

- This policy will be reviewed on an annual basis by the Executive Headteacher and Head of School and the DPO. This policy was ratified by governors 3.7.2020. The next scheduled review date for this policy is July 2021



Thackley Primary School

Photography and video parental consent – Information Form

This form explains the reasons why and how Thackley Primary School may use images and videos of your child. Please read the form thoroughly and outline your agreement as appropriate.

Why do we need your consent?

We request the consent of parents on an annual basis to use images and videos of their child for a variety of different purposes.

Without your consent, the school will not use images and videos of your child. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in this form.

Why do you we use images and videos of your child?

We use images and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote the school on social media and on the school's website; and for other publicity purposes in printed publications, such as newspapers.

Where the school uses images of individual pupils, the full name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

We may take images or videos of individual pupils and groups of pupils to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

Who else uses images and videos of your child?

It is common that the school is visited by local media and press who take images or videos of school events such as sports days. Pupils will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

The following organisations may use images and videos of your children:

- Telegraph & Argus
- Bradford Council
- Sports UK
- Fisical Sports

Where any organisations other than those above intend to use images or videos of your child, **additional consent** will be sought before any image or video is used.

What are the conditions of use?

- This consent form is valid for the academic year.
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video on our website, in our school prospectuses or any other printed publications.
- The school will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of pupils and teachers that have been drawn by pupils.

- The school may use work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will take class images of your child which are available to purchase annually.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criterion.

The school will **only** publish images and videos of your child for the conditions that you provide consent for.

Refreshing your consent

This form is valid for the entire academic year. It will be updated on an annual basis. Parents are required to fill in a new form for their child every academic year.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the Executive Headteacher or Head of School. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the Headteacher.

Thackley Primary School

Photograph and Video Parental Consent Form 2021-2021



I, _____ (name of parent), understand:

- Why my consent is required.
- The reasons why Thackley Primary School uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school uses images and videos of my child.
- I have provided my consent above as appropriate, and the school will use images and videos of my child in line with my requirements.
- Consent is refreshed on an annual basis and I must re-provide consent if I consent to images and videos of my child being used in other academic years.
- I can amend or withdraw my consent at any time and must do so in writing to the Executive Headteacher or Head of School.

I provide consent to:	Yes	No
Photographing and videoing my child		
Using images of my child on the school website and blog.		
Using images of my child on social media, including the following: <ul style="list-style-type: none"> • Twitter • Facebook 		
Using images of my child on the internal television signage in school.		
Using images of my child on displays and signage in school.		
The local media using images of my child to publicise school events and activities (only including the organisations outlined above).		
Using images of my child in marketing material, e.g. the school brochure and prospectus.		
Sharing my child's data with a school-appointed external photography company for official school images. This includes the following: <ul style="list-style-type: none"> • Name • Class • Roll number 		

Name of Child _____ Class _____

Name of Parent _____ Relationship to child _____

Signature _____ Date _____

If you have any questions regarding this form, please do not hesitate to contact the Headteacher at admin@thackleyschool.com or 01274 414437.

Please complete and return this form to school as soon as possible.