

REAY PRIMARY SCHOOL



Reay school policies support our aims to:

- *offer a breadth of experiences to all children inside and outside school*
- *reach the highest standards across the curriculum*
- *build self esteem*
- *develop social and emotional intelligence*
- *demonstrate a quality of leadership which embodies inclusion and respect*

Photography and Electronic Media Policy

Principles

This policy details the rules governing photography and electronic media at the school, the distribution of these photos and electronic media, and their publication on the internet and other sites. It covers the rules for staff, governors and parents, 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 the 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 electronic media 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 guardian is asked for consent for the child to appear in photos on the school website and electronic media. The school encourages all parents 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 may withdraw consent at any time, or grant consent if they had previously declined.

School Website and Twitter

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

1. It must not feature any child whose parent or guardian 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 and twitter, 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 and video featuring children who have left the school some time ago in order to avoid any embarrassment or discomfort it may cause them.

Photos and video intended for the school website and twitter should be taken either by a member of staff, or another person as authorised by the Headteacher. These photos and videos must be approved by the Headteacher prior to publication on the website and twitter; the mechanism for doing this should be agreed by the Headteacher and the photographer.

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:

- Musical Events
- Sports Day
- Nativity Plays
- Class Assemblies
- Friends of Reay events held in school.

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall or playground. Parents, Carers and Governors are 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 to ensure that all four of the safeguarding rules described above are adhered to at both the time of publication, and later.

Withdrawal of permission

Failure to adhere to these conditions may, at the discretion of the Headteacher, lead to a withdrawal of permission to use electronic devices 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 on the school website and twitter if they conform to the safeguarding rules described above. They may not be published on any other internet or social media site.


Subject to approval of the Headteacher, photos and videos may be stored on secure, password-protected internet services for archival or transfer purposes. They may be stored on password-protected staff laptops. They should be deleted once they are no longer needed, or when the featured children have left the school. They may be shared with other members of staff by email to support teaching work. They may not be shared with friends and family.

Only the school cameras/lpads/mobile phones should be used to take photographs and videos.

Staff **must not** use their mobile phone to take photos or videos of any pupils or school events. Members of staff who are also parents or carers of children at the school are permitted to take photographs at school events under the terms described in "rules for parents, carers and governors".

Terms for external photographers, such as local newspaper photographer, 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.

Pupil photographs as taken annually by a professional photographer on the school site are subject to a specific contract between the photographer and the parents.

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| Date agreed by governing board on 18 th July 2018 | Signature of Chair or Vice Chair  |
| Date agreed for review Summer 2021 | Frequency of Review Annual / Bi-annual / Three-year cycle (unless required earlier) |
| Review Responsibility Resources Committee | |