



# Policy

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## Safe Use of Photographs and Electronic Images

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# Our Mission

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The school communities of The Bishop Wheeler Catholic Academy Trust will work together in truth and love to provide the best possible opportunities for all our young people and their families.

Our mission is the provision, development and future safeguarding of a World Class Catholic Education where every child, member of staff and family matters

The schools, their governors and the trust directors will work together, based on the principle of subsidiarity, in faithfulness and humility, to provide an education where Christ and His values of respect, service, tolerance, dignity and forgiveness are at the heart of everything we do.

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**This policy was approved by the Chief Executive Officer  
on behalf of the Trust Board**

Signature:

Mrs C Hyde  
Chair of Trust Board

Date:

5 June 2019

## Policy for Safe use of Photographs and Electronic Images

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### Definitions

In this policy for Safe use of Photographs and Electronic Images, unless the context otherwise requires, the following expressions shall have the following meanings:

**‘BWCAT’** refers to The Bishop Wheeler Catholic Academy Trust.

**‘Trust, we and our’** covers all of the academies within The Bishop Wheeler Catholic Academy Trust and The Bishop Wheeler Catholic Academy Trust Office.

**‘child’ and ‘children’** refer to children and young people under the age of 18 years.

**‘Governors’** means the governors appointed to the Academy Council of the Academy.

**‘Governing Body’** means the governing body of the School and, in the case of an academy, means the academy trust/company and/or its academy council/board of directors/local governing body

**‘Parents’** refers to any person who holds parental responsibility for the child, to include relatives and family friends that may be present at school led events.

**‘Photograph’** includes photographic prints, streaming media, video, film and digital imaging, created using devices such as cameras, video cameras, mobile phones, tablets etc.

## Introduction

The Bishop Wheeler Catholic Academy Trust welcomes positive publicity, pupils' photographs add colour, life and interest to articles promoting school activities and educational initiatives. Making use of photographs on its websites and publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the pupils' and schools' achievements.

However, photographs must be used in a responsible way. We need to respect young people's and parents' rights to privacy and be aware of potential child protection issues. As a Trust, our aim is to protect all children. We must balance the potential risks against the advantages of taking photographs. Risks can be minimised by following the guidance in this policy and securing parental consent for the use of photographs.

This document provides guidance on the appropriate use of photographs of children in our schools. The guidance is for staff, parents, trust governance and any other people visiting the Trust's schools who wish to use photographs of children and young people in our schools.

## Typical Use of Photographs

- The Trust/Diocese and school websites
- Recording pupil progress
- Displays in the school of children's activities
- Publications for The Bishop Wheeler Catholic Academy Trust
- Media use, including social media (school twitter), newspapers and television (to include the request for the children's names by the media when publishing photographs)
- Sports day, sporting fixtures, school performances (nativities, concerts, drama performances and parents evening)
- Site security and CCTV

## Photographs for Internal Use

- The Trust will take photographs for its own use. Usually these will be unnamed photographs and will generally be for internal Trust use but may also include photographs for publication, such as photographs for the prospectus. Unnamed photographs may also be used in display boards which can be seen by visitors to our schools.
- We use photographs of pupils as a means of identification. The pupil photograph is uploaded into our internal management information system and IT applications. These are only accessible by staff.
- Photographs are sometimes added to virtual learning platforms and parent/teacher interactive platforms such as schools' intranet.
- When the photograph is taken, the pupil will be informed that a photograph is being taken and told what it is for so they can object if they wish.
- Please be aware that should your child leave the Trust and they or you wish to withdraw consent to use a photograph, then it will be necessary for this to be stated in writing to the school.

## Photographs for External Use and the Media

- The Trust will give consideration to the interests of its pupils when deciding whether to allow external organisations to take photographs or to film.
- When the media are allowed to be present in the Trust or at school events, this will be on the condition that they observe this policy.
- Where the media are allowed to be present at a particular event the trust will make sure that pupils and/or their parents are informed of the media presence. If no objection is received, then the trust will assume that unnamed photographs may be published.
- If the media wants to publish named photographs, then they must obtain specific consent. The Trust will require the media to check with the school before publication so that they can check the completed consent form.
- We have Twitter accounts and we regularly post photographs of daily school activity, events, trips and achievements.
- We have various publications that contain photographs such as our schools brochure, our parental guide for new starters, leaflets and banners. (At individual school, Trust and Teaching School levels)
- We have our own school, Trust and The Diocese of Leeds websites which contain photographs.
- We produce communications in such formats as newsletters, bulletins and reports which we share with parents, governors, alumni and the local community.

## School-owned devices

- Staff are encouraged to take photos and videos of pupils using school equipment.
- Where school-owned devices are used, photographs will be provided to the school at the earliest opportunity, and deleted securely from any other devices.
- The use of personal devices such as mobile phones and IPAD's are not to be used.
- Photographs 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.
- All photographs should be stored on the school server within seven days. No school or pupil related images should be stored on hard drives or portable devices such IPADS for more than seven days.
- Photographs and videos held on the school's drive are accessible to staff only.
- Photographs should not be used other than for their original purpose, unless permission is obtained.
- Photographs must be destroyed or deleted from the databases once they are no longer required for the purpose for which they were taken e.g. a photograph for ID purposes should not be retained when replaced or expired.

### Parental Permission

The views of parents who, for any reason, do not wish their children to appear in photographs will be respected at all times as will the views of the children.

If a parent does not consent to their child being photographed, this will be recorded on their pupil record until the parent requests a change. (It is the parents responsibility to inform the school should they wish to amend their original decision). The Headteacher will be made aware and will inform those staff members who have the responsibility of taking photographs to ensure the wishes of those who do not give their consent are respected sensitively. Staff will also respect the wishes of the pupil if they do not want to be photographed their image will not be taken.

On some occasions such as sporting events, a whole team photograph may be requested. Some pupils within the team may not have consent for their photograph to be taken. Careful liaison with parents is therefore essential. With discussion it may be possible to agree other options such as a team photograph as long as no names are published.

### Child Protection Issues

Child protection issues occur when individual pupils can be identified in photographs. This can be through promotional material, websites and social media such as Facebook. There is also a risk of such photographs being adapted for inappropriate use.

Parents are requested not to share images of our pupils other than their own child on the internet or social media sites. This is for child protection reasons not the Data Protection Act/GDPR.

### Data Protection/GDPR and school events

In accordance with the guidance from the ICO (Information Commissioner's Office) "Photographs taken for personal use are exempt". For example, images taken for family photo albums are not covered by the General Data Protection Regulation (GDPR)

Data Protection issues can arise where photographs are taken for official use, e.g. Identity passes. The photographs are then stored with personal data (names). In such cases permission would need to be sought and information provided relating to security of storage and length of storage. (Please refer to the Trust's Privacy Notice for more details).

The ICO also provides guidance that if there are concerns that some photographs taken at school events where other pupils are captured in those photographs and do not have consent to be photographed, then a school may wish to introduce their own policy on taking photographs at school events.

### Photographs taken by Parents

The Bishop Wheeler Catholic Academy Trust recognises that capturing memorable moments of your child's life at school is very important for parents and their children. With this in mind each school within the Trust will adopt the following processes to enable those memorable moments are captured whilst ensuring all children are safeguarded.

We request that parents follow the guidance below when taking photographs.

- Parents are not permitted to take photographs for anything other than their own personal use.
- Where children other than their own are present within the photograph, such photos must not be sold and must not be put on the internet or social media.
- Photography other than for personal use would require the consent of all the other parents whose children may be included in the photograph. If the photograph is shared and consent is not given by other parents, you could breach GDPR.
- Photographs must not be used in any way that could potentially place a child at risk.
- Parents must follow guidance from staff as to when photography is permitted and where to stand. This is to minimise disruption to the pupils/staff and other audience members.
- Staff will be encouraged to challenge anyone who is unknown to the school who is taking photographs.
- Parents must understand that on some occasions our schools may have children that cannot be photographed due to child protection issues.
- Parental photography is secondary to the main aims and purposes of the event and must not be allowed to interfere with the opportunities for pupil participation.
- If the above circumstances arise it will be at the discretion of the Headteacher if they allow photographs to be taken at that event. Consideration will be made by the Headteacher of offering other solutions to enable the events to be captured. Such as a professional photographer being present and copies made available after the event. Or opportunities for photographs to be taken before or after the event.
- BWCAT are not responsible for the use of photographs taken by parents at a school event which are for personal use.
- If circumstances arise where parents take photographs other than their child and place on social media, the Trust will request that these photographs are removed. If parents do not remove the photographs or abide by this guidance, parents may be prohibited to take photographs at future events.

### PTA Events

Our schools often hold PTA events; these can take place out of school hours but remain on school property. It will be the responsibility of the PTA committee to gain consent for photographs to be taken at these events. The Trust guidance is that verbal consent at the time will be sufficient. The PTA committee must remind parents that photographs taken are for personal use and not to be shared on the internet or social media without consent from all captured in that photograph.

St. Mary's Menston, a Catholic Voluntary Academy  
St. Joseph's Catholic Primary School Otley, a Voluntary Academy  
Ss Peter and Paul Catholic Primary School, a Voluntary Academy  
Sacred Heart Catholic Primary School Ilkley, a Voluntary Academy  
St Mary's Horsforth Catholic Voluntary Academy  
St. Joseph's Catholic Primary School Pudsey, a Voluntary Academy  
St Joseph's Catholic Primary School Harrogate, a Voluntary Academy  
St Mary's Catholic Primary School Knaresborough, a Voluntary Academy  
St. Stephen's Catholic Primary School and Nursery, a Voluntary Academy  
Holy Name Catholic Voluntary Academy



## The Bishop Wheeler Catholic Academy Trust

The Bishop Wheeler Catholic Academy Trust is a charity and a company limited by guarantee, registered in England and Wales

Company Number: 8399801

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