

South Bromsgrove High

Photograph and Video Policy

Reviewed by the Governing Body
Next Review
Policy responsibility

November 2018
November 2020
Pastoral Deputy

Photograph and Video Policy

Why are photographs and videos taken?

- To celebrate student achievement and involvement in school activities
- To promote the school within the community and raise positive public opinion
- For use on social media for students and parents

Consent for use

In line with the schools most recent Data Protection policy, written following the introduction of GDPR in May 2018, consent for the use of personal data by the school, and therefore photographs and digital images, will be sought from students. EU and UK law recognises that students over the age of 12 are capable of understanding their rights relating to their personal data. However, parents and carers will always be informed of a student's decision to consent or not. Students will be instructed to consult parents before signing any consent.

How are photos used?

Students' names are never used alongside an image used in external publications without express consent being obtained from the student for that specific instance. Express consent may be in writing or by email, but not verbally. For example, it might be appropriate for a student's name to be displayed alongside an image of them to celebrate an individual achievement.

Images of students may be used in the following ways.

- Digital foyer sign
- Printed and digital displays around school
- South magazine
- School website (audience includes parents, students, community, prospective applicants for ITE and employment)
- Official Twitter accounts, e.g. @SouthBromsHigh, @SBHSDofE, @SBHSSnowTours, @SouthBromsPE, etc.
- The historical record of the school
- Newspaper articles
- News media websites and broadcast channels

How can we ensure students are safe?

- Students should have the right to say no to having their photo taken individually or in a small group. The photographer should check, where reasonable (e.g. individual or small group images) that students are happy for their photo to be taken, or show them the digital image on the back of the camera immediately afterwards, deleting it if the students are not happy with it.
- Where images are taken of students during potentially sensitive situations, e.g. dance, drama or sporting events, the images may capture students in unconventional poses or clothing. The member of staff responsible for the event should make reasonable efforts to allow the students involved to see the images before they become widely available, in order that they can veto any image of themselves and have it deleted. Reasonable efforts might

include a scheduled lunchtime preview showing of the images to the students involved, and then 24 hours afterwards for any students who missed the preview session.

- The images of school events will be taken on school equipment and processed, edited and stored on school computers and servers. Images may sometimes be recorded using personal equipment belonging to members of staff. In this case the digital memory that the images are saved to will be used exclusively for the purposes of the school, will be stored in school and any processing will be done on school equipment.
- Any processing of images performed by a personal device such as a member of staff's personal PC will only access images from portable storage and on transfer will happen at any point between hard drive and the portable storage.
- Where images are taken to be used on social media, e.g. official Twitter accounts, the device used for capture and storage will be a school device.
- There are some important, public school events that will be photographed and it is not possible for the photographer to exclude students whose parents have opted out of having photographs taken of their child. By agreeing that their son or daughter participates in these activities, parents and carers accept that their son or daughter will be photographed, as they would attending public events in sports grounds or theatres. Examples of these very large events include the Eisteddfod, school play and concerts.

What's in it for students and parents?

- Digital photographs taken during school activities and events are often desirable for students and parents.
- Photographs taken at relevant high profile school events will be made available to parents via the school website.