



## *Photography and Filming*

### **1 Introduction**

- 1.1** At King Edward VI College, we use imagery and videos for a variety of purposes, including prospectuses, display boards, educational purposes, conferences and the College website. We understand that parents and guardians may also wish to take videos or photos of their children participating in college events for personal use.
- 1.2** Whilst we recognise the benefits of photography and videos to our college community, we also understand these can have significant risks for those involved. Under the Data Protection Act 2018, the College has specific responsibilities in terms of how photos and videos are taken, stored and retained.
- 1.3** King Edward VI College has implemented a policy on the safe use of cameras and videos by staff and parents/guardians to reflect the protective ethos of the college with regard to students' safety.

The purpose of this policy is to:

- protect students who take part in King Edward VI College's services, events and activities, specifically those where photographs and videos may be taken
- set out the overarching principles that guide our approach to photographs/videos being taken of students during our events and activities
- to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people.

- 1.4** This policy applies to all staff, volunteers and other adults associated with King Edward VI College.

### **2 Relevant legislation**

- 2.1** This policy has due regard to all relevant legislation including, but not limited to:
  - The Data Protection Act 2018
  - Keeping Children Safe in Education 2024
  - Guidance for safer working practice for those working with children and young people in education settings 2022
- 2.2** This policy also operates in conjunction with our:
  - Child Protection and Safeguarding Policy
  - Visitor Policy
  - Health and Safety Policy
  - HoM Data Protection Policy

### 3 Welfare and consent

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- 3.1** Sharing photographs and films of our activities can help us celebrate the successes and achievements of our students, provide a record of our activities and raise awareness of our organisation. However, the points below must be taken into consideration.
- 3.2** The welfare of the students taking part in our activities is paramount.
- 3.3** Students, their parents and guardians have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation.
- 3.4** Consent to take images of students is only meaningful when they, their parents and guardians understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images.
- 3.5** There are potential risks associated with sharing images of children online.

### 4 Safeguarding

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- 4.1** We will seek to keep our students safe by:
- always asking for consent from students before taking and using any images of them;
  - obtaining parental consent or informing parents/guardians that an image is being used/shared if we decide the activity and student's circumstances warrant it;
  - always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images;
  - making it clear that if student or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published;
  - only using the first names of students whose images are being used in our published material;
  - only permitting the use of students' full names in external media content when explicit consent has been provided by the student and, if necessary, their parents or guardians
  - never publishing personal information about individual students;
  - making sure students, their parents and guardians understand how images will be securely stored and for how long (including how we will control access to the images and their associated information);
  - reducing the risk of images being copied and used inappropriately by:
    - only using images of students in appropriate clothing;
    - avoiding full face and body shots of students taking part in activities such as swimming where there may be a heightened risk of images being misused
    - using images that positively reflect young people's involvement in the activity.

- 4.2** We will also develop a procedure for reporting the abuse or misuse of images of students as part of our child protection procedures. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.

## **5** Photography and/or filming for personal use

- 5.1** When students themselves, parents, guardians or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announce details of our policy before the start of the event. This includes:
- reminding parents, guardians and students that they need to give consent for King Edward VI College to take and use their images;
  - asking for photos taken during the event not to be shared on social media or asking people to gain permission from students, their parents or guardians before sharing photographs and videos that include them;
  - recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share;
  - reminding students, parents or guardians who they can talk to if they have any concerns about images being shared.

## **6** Photography and/or filming for King Edward VI College's use

- 6.1** We recognise that our staff may use photography and filming as an aid in activities such as music or drama. However, this should only be done with King Edward VI College's permission and using our equipment.
- 6.2** Students, parents and guardians must also be made aware that photography and filming is part of the programme and give consent where appropriate.
- 6.3** If we hire a photographer for one of our events, we will seek to keep students safe by:
- providing the photographer with a clear brief about appropriate content and behaviour;
  - ensuring the photographer wears identification at all times;
  - informing students, their parents and guardians that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared;
  - not allowing the photographer to have unsupervised access to students;
  - not allowing the photographer to carry out sessions outside the event or at a student's home;
  - reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

## **7** Photography and/or filming for wider use

- 7.1** If people such as local journalists, professional photographers (not hired by King Edward VI College) or students wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.
- 7.2** They should provide:
- the name and address of the person using the camera;
  - the names of students they wish to take images of (if possible);
  - the reason for taking the images and/or what the images will be used for;
  - a signed declaration that the information provided is valid and that the images will only be used for the reasons given.
- 7.3** King Edward VI College will verify these details and decide whether to grant permission for photographs/films to be taken.
- 7.4** We will seek consent from the students who are the intended subjects of the images and their parents/guardians if appropriate; we will inform the photographer of anyone who does not give consent.
- 7.5** At the event, we will inform students, parents or guardians that an external photographer is present and ensure the photographer is easily identifiable, for example by issuing them with a coloured identification badge.
- 7.6** If we become concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our child protection procedures.

## **8** If consent to take photographs is not given

- 8.1** If students, parents and/or guardians do not consent to photographs being taken, we will respect their wishes.
- 8.2** We will agree in advance how they would like to be identified so the photographer knows not to take pictures of them and ensure this is done in a way that does not single out the student or make them feel isolated.
- 8.3** We will never exclude a student from an activity because we do not have consent to take their photograph.

## **9** Storing images

- 9.1** We will store photographs and videos of students securely, in accordance with our safeguarding policy and data protection law.

- 9.2 We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access. Images will be stored for the period of time specified when consent is requested. For example, images used to market a specific event will be stored for the duration of the event, after which they will be destroyed.
- 9.3 We will never store images of students on unencrypted portable equipment such as laptops, memory sticks and mobile phones.
- 9.4 King Edward VI College does not permit staff and volunteers to using any personal equipment to take photos and recordings of students. Only cameras or devices belonging to the College should be used

## 10 Equality Impact

The College’s equality, diversity and inclusion policy has been taken into account when considering this policy.

Date of review	Date agreed	JCC	Governors	Review date	Comments
September 2024	September 2024	-	-	September 2025	To be reviewed inline with CP policy