



## OUR LADY'S ABINGDON (OLA) PHOTOGRAPHY, FILMING AND USE OF IMAGES POLICY

*This policy applies to the whole school; those employed to teach or otherwise engaged to work or volunteer at Our Lady's Abingdon. This policy is publicly available on the school website and upon request a copy (which can be made available in large print or other accessible format if required) may be obtained from the School Office.*

### Document Details

Information Sharing Category	School Domain
Version	1
Date Published	September 2022
Authorised by (if required)	Head
Responsible Area	Leadership Team

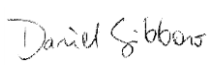


We comply with the Government guidance and regulations, currently in force, regarding COVID.

**Availability:** All who work, volunteer or supply services to our school have an equal responsibility to understand and implement this policy and its procedures both within and outside of normal school hours, including activities away from school.

### Monitoring and Review:

Reviewed: September 2022

Next Review: September 2023

Head	DSL	Chair of Governors
Mr Daniel Gibbons	Chrissi Sharkey	Freddy El Turk
Signed: 	Signed: 	Signed: 

### 1. Purpose and scope

The purpose of this policy statement is to:

- protect children and young people who take part in OLA'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 children and young people 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.

This policy statement applies to all staff, volunteers and other adults associated with OLA.

### 2. Policy

This policy draws upon guidance provided in [NSPCC Photography and sharing images guidance](#) (July 2021). This Policy is intended to provide information to pupils and their parents/guardians about how images of pupils are normally used by OLA. It also covers OLA's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and the media. It applies in addition to the OLA's parent contract and any other information OLA may provide about a particular use of pupil images. More general information about use of pupils' personal data, e.g. OLA's Privacy Notice. Images of pupils in a safeguarding context are dealt with under OLA's relevant safeguarding policies

It's important that children and young people feel happy with their achievements and have photographs and films of their special moments. Family and friends also want to be able to share the successes of their children when they have been part

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of a special event or activity. However, some children, parents or carers may not be comfortable with images of themselves or their children being shared. For example:

- if a child and/or their family have experienced abuse they may worry about the perpetrator tracing them online
- children who choose not to have contact with some family members may decide to minimise their online presence
- families may have religious or cultural reasons for choosing not to be photographed.

OLA recognises the importance of being aware of child protection and safeguarding issues when taking photos of or filming children and young people. The potential for misuse of images can be reduced if organisations are aware of the potential dangers and put appropriate measures in place. OLA also understands the data protection implications of making, using and storing images of children and young people for OLA's use.

### **3. Legal framework**

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance is available on *NSPCC Learning: online abuse legislation and guidance child protection legislation and guidance*.

We believe that:

- children and young people should never experience abuse of any kind
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

Certain uses of images are necessary for the ordinary running of the school and for pupil safeguarding purposes ie: for pupil recognition on iSAMs, Classcharts. This use is in the legitimate interests of OLA and its community and unlikely to cause any negative impact on children. OLA is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised. Teachers/Departments may print class or year group photo reports from iSAMs for teaching and learning purposes. Pupil data and medical sheets will be taken on OLA trips and kept in secure conditions for the duration of the trip.

We recognise that:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation
- the welfare of the children and young people taking part in our activities is paramount
- children, their parents and carers 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
- consent to take images of children is only meaningful when children, their parents and carers 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
- there are potential risks associated with sharing images of children online.

We hope parents will feel able to support OLA in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the school; and for important administrative purposes such as identification and security.

### **4. We will seek to keep children and young people safe by:**

- always asking for written consent from a child and their parents or carers before taking and using a child's image
- always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children
- making it clear that if a child 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
- **changing the names of children** whose images are being used in our published material whenever possible (and **only using first names** if we do need to identify them)

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- **never publishing personal information** about individual children
- making sure children, their parents and carers understand how images of children 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 children in appropriate clothing (including safety wear if necessary)
  - avoiding full face and body shots of children 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.

We will also develop a procedure for reporting the abuse or misuse of images of children 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**

When children themselves, parents, carers 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 photography policy before the start of the event.

This includes:

- reminding parents, carers and children that they need to give consent for OLA 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 children, their parents and carers before sharing photographs and videos that include them
- reminding children, parents and carers who they can talk to if they have any concerns about images being shared.
- When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their cameras and filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; OLA therefore asks that it is not used at indoor events.
- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet (for example on social media), or published in any other way. It is recommended that people check the privacy settings of their social media account to understand who else will be able to view any images
- Parents are reminded that copyright issues may prevent OLA from permitting the filming or recording of some plays and concerts. OLA will print a reminder in the programme of events where issues of copyright apply.
- Parents may not film or take photographs in changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- OLA sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

OLA reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally), from any parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.

## **6. Use of Cameras and Filming Equipment by Pupils**

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff.

- The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset. At OLA, we do not condone any pupils taking pictures of another young person without their consent.
- It is not ideal for staff to use personal phones to take images of pupils, however, OLA recognises that in instances such as school trips, staff may need to use their personal phone to record activities. However, they must share the images with

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the Head of marketing/save on teacher share drive, photography folder and then delete them from their phones immediately thereafter. Where possible, this should be done on the same day as the image is taken. The misuse of images, cameras or filming equipment in a way that breaches this Policy, or OLA's *Anti-Bullying Policy*, *Data Protection Policy* for Pupils, Parents and Carers, *Online Safety Policy*, *IT Acceptable Use Policy* for Pupils, *Safeguarding Policy* is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

#### **7. Photography and/or filming for OLA's use**

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 OLA's permission and full knowledge and using our equipment. Children, young people, parents and carers must also be made aware that photography and filming is part of the programme and give written consent.

If we hire a photographer for one of our events, we will seek to keep children and young people safe by:

- providing the photographer with a clear brief about appropriate content and behaviour
- ensuring the photographer wears identification at all times
- informing children, their parents and carers 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 children
- not allowing the photographer to carry out sessions outside the event or at a child's home
- reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

#### **8. Use of Pupil Images for Identification and Security**

All pupils are photographed on joining OLA and, annually thereafter, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group. CCTV is in use on certain areas of the school premises, and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the Privacy Notice and CCTV Policy which may be published by OLA from time to time.

#### **9. Use of Pupil Images in School Publications**

Unless the relevant pupil or his or her parent has requested otherwise, OLA will use images of its pupils to keep the school community updated on the activities of OLA, and for marketing and promotional purposes, including:

- on internal displays (including clips of moving images) on digital and conventional notice boards within OLA premises;
- in communications with the OLA community (parents, pupils, staff, Governors and alumni) including by email, on the school intranet and by post;
- on OLA's website and, where appropriate, via OLA's social media channels, e.g. Twitter, Instagram and Facebook. Such images would not normally be accompanied by the pupil's full name without permission; and
- in OLA's prospectus, and in online, press and other external advertisements for the school. Such external advertising **would not normally include pupil's names** and in some circumstances, OLA will seek the parent or pupil's specific consent, depending on the nature of the image or the use.

The source of these images will predominantly be OLA staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. OLA will only use images of pupils in suitable dress and the images will be stored securely and centrally.

#### **10. Photography and/or filming for wider use**

If people such as local journalists, professional photographers (not hired by OLA) 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. They should provide:

- the name and address of the person using the camera
- the names of children 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.

OLA will verify these details and decide whether to grant permission for photographs/films to be taken. Where practicably possible, OLA will always notify parents in advance when the media is expected to attend an event or school activity in

which pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent. At the event we will inform children, parents and carers that an external photographer is present and ensure the photographer is easily identifiable, for example by issuing them with a coloured identification badge. If OLA is concerned that someone unknown to us is taking photographs or filming, we will investigate and ask them to leave and (depending on the nature of the concerns) following our child protection procedures. The media often asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

### **11. If consent to take photographs is not given**

If children, parents and/or carers do not consent to photographs being taken, we will respect their wishes. 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 child or make them feel isolated. We will never exclude a child from an activity because we do not have consent to take their photograph.

Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

### **12. Security and Storing images**

Professional photographers and the media are accompanied at all times by a member of staff when on school premises. OLA uses only reputable professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the OLA's instructions.

OLA takes appropriate technical and organisational security measures to ensure that images of pupils held by OLA are kept securely on school systems, and protected from loss or misuse. OLA will take reasonable steps to ensure that members of staff only have access to images of pupils held by OLA where it is necessary for them to do so. All staff are given guidance on OLA's *Policy on Photography, Filming and Use of Images*, and on the importance of ensuring that images of pupils are made and used responsibly, only for OLA purposes, and in accordance with OLA policies and the law.

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law. 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 a period of 5 years. We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones. OLA does not permit staff and volunteers to use any personal equipment to take photos and recordings of children. Only cameras or devices belonging to OLA should be used. Organisations that store and use photographs to identify children and adults for official purposes, such as identity cards, should ensure they are complying with the legal requirements for handling personal information. Further guidance can be found from the [Information Commissioner's Office](#).

### **13. Risks of sharing images online**

Sharing photographs and images of children on social media or other online platforms carries potential risks. For example:

- children may become vulnerable to grooming **if a photograph is shared alongside information that makes them identifiable**. This includes: personal details or a tag with location information, school logo or blazer
- inappropriate images of children may be shared online
- images may be copied, downloaded, screenshotted or shared by anyone
- images of children may be adapted and used inappropriately
- photos or videos may appear in internet search results
- depending on the terms and conditions of using an online platform, the image may be owned by the platform once it's been posted. Platforms may then license images for use by third parties – such as for commercial purposes
- each photo or video, and any comments on them, become a part of a child's public image. This may affect them later in life – for example, it may affect how they see themselves, or how they are viewed when applying for a job

(Thinkuknow, 2021).

Before sharing images of children on social media, adults should consider how widely images may be shared, how long they may remain available and how this may affect the children's long-term wellbeing.

#### **14. Related policies and procedures**

This policy statement should be read alongside our organisational policies and procedures, including:

- Safeguarding and child protection policy and procedures.
- Code of conduct for staff and volunteers.
- Online safety policy and procedures for responding to concerns about online abuse.

## PUPIL PHOTOGRAPHIC CONSENT FORM

Images of OLA pupils actively involved in school life provide a valuable record of day to day school activities, as well as helping to highlight a child's individual or team achievements. These images also help the school to communicate and promote these achievements and activities to current and prospective parents by showcasing the benefits of OLA School life. They are also a sense of pride for many pupils and parents.

These images are used for marketing, educational life and pastoral purposes as noted in our school's Terms and Conditions and Data Protection Policy for Pupils and Parents and may appear:

- On the OLA School website and websites of other supporting school related organisations
- On the OLA School's social media accounts and accounts of other supporting school related organisations
- In video on the OLA School website
- In video on the school's social media accounts
- In live streaming of school related events
- In the school's printed marketing materials including prospectus, postcards, leaflets, posters and any other printed material used to promote the school
- In press articles and stories

All images will be:

- Carefully and sensitively chosen and not be used out of context
- Become part of the school image archive

Pupils shown in images may be identified by the use of their first name if the context requires. Pupils will not be identified by their full name in the images used without your or your child's full permission. Groups of children in images may be referred to collectively by year, house or team. To use images of your child in this way we require your permission to take, store and use photographs or video in which your child appears. (Please complete the details below and tick yes or no)

**FULL NAME OF CHILD:** .....

- YES** I agree to images of my child being used
- NO** I do not agree to images of my child being used

I/We understand that this consent will remain in place until I/We the parent/guardian or the pupil named above withdraw consent via email to [marketing@ola.org.uk](mailto:marketing@ola.org.uk)

**FULL NAME PARENT/GUARDIAN( PRINT):** .....

**SIGNATURE OF PARENT/GUARDIAN:** .....

**DATE:** .....