



Hampton Hargate Primary School

Photography and Video Policy

Date: AUTUMN 2025
Review date: AUTUMN 2027

Hampton Hargate Primary School believes that all children, regardless of ability and behaviour are valued equally. Groups of pupils (eg. SEND pupils, children in care, EAL pupils etc) are not viewed as separate but are part of the whole school approach. As a Dyslexia Friendly School, we understand the importance of pupils acquiring literacy and numeracy whilst promoting a broad and balanced curriculum, accessible to all. We recognise that different children's needs are met through varied and flexible provision and the use of different styles of teaching & learning throughout the curriculum. Every Child Matters (ECM) is an important part of the school ethos and we encourage all staff, governors, visitors, helpers etc to play their part in promoting this. This policy therefore applies to all our children, regardless of their gender, faith, race, culture, family circumstances or sexuality.

This school is committed to safeguarding and promoting the welfare and safety of all children and expects all staff to share in this commitment. All staff must follow the guidelines set out in the relevant section of **myconcern®** which is available online.

Statement of Intent

At Hampton Hargate Primary School, we use imagery and videos for a variety of purposes, including school records, prospectuses, display boards, educational purposes, conferences and the school website.

We understand that parents may also wish to take videos or photos of their children participating in school events for personal use. Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the General Data Protection Regulation (GDPR), the school has specific responsibilities in terms of how photos and videos are taken, stored and retained. The school has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the school with regard to pupils' safety.

In order to ensure that, as far as possible, the use of photography and video is used safely at all times, the policy provided below should be followed. This policy is applicable to all forms of visual media, including film, print, video, DVD and websites/social media.

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 videos 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, staff or parents.

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/carer is asked for consent for the child to appear in photos on the school website. 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

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

1. It must not feature any child whose parent/carer 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, staff and parents involved.

The main photographs used on the website and school brochure will be taken by professional company who design the website layout and are approved by the school before being used.

The school will endeavour to remove old photos featuring children who have left the school some time ago in order to avoid any embarrassment it may cause them.

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

Rules for Parents/Carers and Governors

Parents/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, Christmas Performances, Class Assemblies, Friends or HHPS events held in school such as the Summer Fair.

At these events, photos may only be taken at the location of the event. For most of these, this is the school site. Parents/Carers 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 including Facebook, Instagram, Twitter, YouTube, Pinterest or all other social media services. The reason for this restriction is that it is not possible for individual parents to ensure that 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 a camera 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 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, a password-protected school server.

They may be shared with other members of staff to support teaching work within school. They may not be shared with friends and family.

Staff must not use their own mobile phone to take photos or videos of any pupils or school events. Members of staff who are also parents/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".

Consent Forms

Consent forms are sent to all new starters at Hampton Hargate Primary school and the following information is received and recorded on the child's record on **Arbor:**

 Y N

8. PHOTOGRAPH – ANNUAL CLASS PHOTO

I give consent for my child/children to be included in the annual class photo and understand that this will be seen by others.

 Y N

8. PHOTOGRAPHS FOR EXTERNAL USE

I give consent for my child/children's photograph to be taken by external organisations in relation to an event representing our school only e.g. Local newspaper, Hampton Gazette, and social media accounts etc

 Y N

9. PHOTOGRAPHS/VIDEOS BY SCHOOL STAFF FOR USE ON: SCHOOL PUBLICATIONS/ TWITTER/SCHOOL WEBSITE

I give consent for my child's photograph to be taken and used in the above listed areas.

 Y N

10. PHOTOGRAPHS FOR USE ON SCHOOL PREMISES BY SCHOOL STAFF IN: INTERNAL MANAGEMENT SYSTEMS/SCHOOL DISPLAYS/ MEDICAL RECORDS TO IDENTIFY MY CHILD.

I give consent for my child's photograph to be use in the areas medical records and displayed for staff to read as a reference point for any medical conditions my child may have.

This policy will be reviewed every 2 years. Review date Autumn 2027

This policy was adopted by the Governing Body on:

Signed: _____ on behalf of the Governing Body

Date: