

Mercia Primary Academy Trust



Photo and Video Policy

Policy Status and Review

Date:	February 2025
Review Date:	February 2027
Signed by Director:	Alison Dolphin
Date Signed:	12.02.2025

Photo and Video Policy

Principles

During your child's time at school there are likely to be many occasions on which school staff would wish to take photographs of the children. Sometimes children may also be videoed so that they can watch themselves in performance. Photos can make interesting displays for children, parents and visitors to look at. Teachers also use them sometimes as evidence of work covered, especially with the younger children.

Procedures

We need your permission to take and use photographs. Without your consent your child's photo cannot appear in outside publications or any other media site. As part of our yearly 'Parent Pack' we ask for your permission to use your child's picture in a variety of situations.

If photographs are sent to local newspapers by staff or local press officials or used on any of our publications, they will only appear in compliance with this code:

- Group photos will usually be used
- No children's information will be used without prior parental consent

Additionally, in accordance with our Internet Safety Policy, this policy also seeks to remind all parents of the school's position regarding photos and videos taken by parents, e.g. at school performances.

We believe that photographs and videos for school and family use are a source of innocent pleasure and pride, which can enhance self-esteem for children and young people and their families. We do not wish to spoil your enjoyment of school performances and deny you and your children the pleasure of looking back at old photos in years to come by putting a ban on taking photos or videos.

However, we are aware that nowadays there is a need for some simple guidelines:

- Parents and carers can use photographs and videos taken at our school events for their own personal use only. Such photos and videos cannot be sold and must not be put on the web/internet/social media due to existing Data Protection legislation, which in such circumstance is likely to be contravened. (Recording or/photographing other than for private use would require the consent of all the other parents whose children may be included in the images.)
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity. Where there is a particular safeguarding concern surrounding particular pupils, filming or photography will not be permitted.
- If they are helping children to get ready for a show, parents and carers will not be allowed to photograph or video children changing costumes
- If parents or carers are accompanied or represented by people that school staff do not recognise they may need to check out who they are if they are using a camera or video recorder.

In complying with this code of practice, we believe that your children are protected and we are therefore continuing to allow photos etc. to be taken.

Parents who do not want their children videoed as part of any performance will have the opportunity to remove them from this performance.

Photo and Video Policy

Summary

Mercia Primary Academy Trust appreciates that parents want to record their child's progress at the school. The trust appreciates that with the miniaturisation of cameras and their inclusion into other devices blanket bans on photos and videos are practically unenforceable. It is hoped that this policy follows a common sense approach to this area.

New Data Protection Act (GDPR)

Due to the new Data Protection and GDPR rules being introduced into schools and businesses, we are changing the way in which photos, videos and other media are collected, collated and stored in school. Parental consent will always be sought before media is used within school, and depending on the need for use, further consent will be gained for any other purpose.

This information can be made available in a range of formats and languages, including Braille and large print. If this would be useful to you or someone you know, please contact your Directorate HR Unit.

A signed copy of this document is available from the school office.

Version Control

Date approved	Version	Changes made	Reason for amendment
16 th Dec 2013	1		
February 2016 July 2018	2	July 2018 Spelling mistakes: your (opening paragraph), Inclusion of social media, Safeguarding concern included into bullet point 2	Introduction of Data Protection Act 2018 (GDPR May 2018) Review process
4/11/19	3	LH and FH changed to MPAT	
10/10/2020		No Changes	
24.03.2021		Added range of formats	Accessibility
Feb 2025		No changes	