

**Vanguard Learning Trust**



*As a group of local primary and secondary schools, Vanguard Learning Trust’s mission is to serve its local community by providing outstanding, inclusive education. We have a collective purpose and responsibility to provide effective teaching, through a curriculum based on equality of opportunity and entitlement that allows our students to shine both in and out of the classroom. Each school in the Trust has its own ethos, which also complements the Trust’s vision and values, and the common aspiration that all students can achieve their potential.*

**Policy title: Digital Images**  
**November 2022-2024**

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## **1. Digital images policy**

**1.1** This policy should be read in conjunction with the School policies, including the **Acceptable Use Policy, Data Protection Policy, Data Retention Policy, Equality Policy, E-Safety Policy, Safeguarding and Child Protection Policy, and Social Media Policy.**

## **2. Overview**

**1.1** Hermitage Primary School ('the School') values the rich range of pursuits that takes place in the School, and members of the school community naturally want to record our activities. The possibility of misunderstanding or misuse (against both of which members of staff should guard) is something that needs to be recognised. The purpose of this policy is to:

- Protect students who take part in the School's events and activities, specifically those where photographs and videos may be taken
- Set out the overarching principles that guide the School's approach to photographs or videos being taken of students during the School's events and activities
- Ensure that the School operates in line with its values and within the law when creating, using and sharing images of its students

This policy applies to all staff, volunteers and other adults associated with the School.

## **3. Legal framework and guidance**

**3.1** This policy has been created on the basis of legislation, policy and guidance that seeks to protect children and young people in England. Summaries of key legislation and guidance are available here:

- Online abuse: <https://learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse/>
- Child protection: <https://learning.nspcc.org.uk/child-protection-system/>
- Use of Data: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/>

## **4. Hermitage Primary School believes that**

**4.1** Children and young people should never experience abuse of any kind

**4.2** All staff, volunteers and other adults associated with the School have a responsibility to promote the welfare of all students and to take, share and use images of students safely.

**4.3** Consent to take images of children is only meaningful when the student and their parents / carers understand the full ramifications associated with the use and distribution of these images

## **5. Hermitage Primary School recognises that**

**5.1** The welfare of the students taking part in its activities is paramount.

**5.2** Students and their parents / carers have a right to decide whether their images are taken and how these may be used.

**5.3** There are potential risks associated with sharing images of children online.

## **6. Keeping children safe**

**6.1** The School seeks to keep children safe by:

- Obtaining written consent before taking and using a student's image
- Making students, parents and carers aware that they can elect not to give or withdraw their consent to the use of a student's image at any time by contacting the School. A record will be maintained of all students whose images may not be taken or used by the School. Whenever a student is added to this list, all staff will be notified by email

- Only using the first name and initial where there is a need to identify students, whose images are being used in published material.
- Ensuring that students and their parents / carers understand how images of students will be securely stored and for how long (including how the School will control access to the images and their associated information)
- Reducing the risk of images being copied and used inappropriately – it will seek to do this by:
  - only using images of students in appropriate clothing (including safety wear if necessary)
  - seeking to avoid 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 reflect positively students' involvement in the activity

**6.2** The School also has a procedure for reporting the abuse or misuse of images of students as part of its Safeguarding procedures. The School will ensure everyone involved in its organisation knows the procedures to follow to keep children safe.

## **7. Photography and filming for personal use**

**7.1** When students themselves, parents / carers or spectators are taking photographs or filming at the School's events and the images are for personal use, the School will endeavour to remind participants and spectators of the School's policy on student images. This includes:

- Asking for photos or videos taken during the event not to be shared on social media other than images of parents' / carers' own children
- Recommending that people check the privacy settings of their social media accounts to understand who else will be able to view any images they share
- Reminding students, parents and carers with whom they can talk if they have any concerns about images being shared

## **8. Photography and filming for school use**

**8.1** The School seeks to recognise and celebrate its students' achievements both within the school community and more widely, often via social media channels such as Facebook, Twitter or Instagram. The School also, from time to time, makes use of student images in its publicity materials. The School also recognises that group leaders may use photography and filming as a teaching aid in, for example, activities such as music or drama. The School seeks to ensure the safety of its students in these instances by:

- Only using a student's images when consent has been sought
- Not providing information that would allow for the identification of individuals from images
- Using the first name and initial if there is a need to identify an individual

**8.2** On celebration days, when consent has been sought, the school will attach names to photographs (first name and surname) on our website and social media accounts. These images will also be provided to local media where consent has been sought.

For some events, an external photographer or videographer may be engaged by the School to record the event. In such cases, the School will seek to keep its 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 and parents / carers that a photographer will be at the event and reminding them of the School's Student Images Policy
- Not allowing the photographer to have unsupervised access to children
- 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 the School's Safeguarding procedures.

**8.3** At any such events, especially competitive fixtures, students from other schools will be present. Members of staff taking images of the event should seek to take photos which identify only the School students insofar as that is

possible. Ideally, the consent of the person responsible for the non-Hermitage Primary School students should be sought for the fixture to be photographed, although it is acknowledged that this is likely often to be impractical. If external agencies (e.g. news channels, print media, etc.) wish to take photographs or to film at the School, either in relation to a specific event or as part of a general interest piece, they must seek permission. When such a request is received, in the first instance the Headteacher will decide whether to grant permission for either filming or photography to occur. If permission is granted, the School will seek to keep its students safe by ensuring that:

- All journalists, film crew, etc. are registered and signed into the School in accordance with the School’s published Safeguarding procedures
- All journalists, film crew, etc. wear identification, and are accompanied by a member of school staff at all times while on site
- Only images of crowd scenes are taken without specific consent and that all students will be given the option not to be filmed or photographed before such images are captured

Where it is desirable to capture images of an individual student and / or to identify an individual student, this will only be with specific written consent.

## 9. Storing images

**9.1** The School will store photographs and videos of students securely, in accordance with **its Safeguarding and Child Protection Policy, Data Protection Policy, Data Retention Policy** and in line with legislation on data protection.

The School will never store images of students on unencrypted portable equipment such as laptops, memory sticks or mobile telephones.

**9.2** The School recommends that only cameras or devices belonging to the School be used for the taking of images of students. However, the School recognises that this is not always practicable (for example during school trips). Where it is desirable for the celebration of student endeavour or achievement to take images of a student or group of students on a staff member or volunteer’s personal device, the image(s) should be transferred securely to one of the School’s devices or sent securely to the Lead Administrator at the earliest opportunity, and then immediately deleted from the personal device.

### Approval / Revision History

Revision date	By	Summary of Changes Made
November 22	Siobhan Rowland	No changes made, new VLT Policy format applied