

Safeguarding:
Photographic
Images and
Filming
Policy



Hydesville Tower
School, Walsall

September 2016

1. **Photographs or images:** By signing the Acceptance Form or agreeing to the terms and conditions the parents consent to the School obtaining and using photographs or images of the pupils for:
 - a. use in the School's promotional material such as the prospectus, the website or social media
 - b. press and media purposes;
 - c. educational purposes as part of the curriculum or extra-curricular activities
2. If the parents do not want their child's photograph or image to appear in any of the School's promotional material they must make sure the pupil knows this and must write immediately to the school office requesting an acknowledgement of their letter.
3. Photographs with names identifying pupils will not be published on the school website, etc. without the express permission of the appropriate individual
4. **Photographing or other image recording of children at school events**
 - a) Pupils, parents and guardians should be aware that where photographs or other image recordings are taken by family members or friends for personal use, the Data Protection Act does not apply, e.g. where a parent takes a photograph of their child and some friends taking part in the school sports day. Although consent is not required for personal use, parents or family members must seek permission from the school to record events for commercial or publicity purposes or to be used on social media networks. Recording or/photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images.
 - b) 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.
 - c) Parents and carers must not photograph or video children changing for performances or events.
 - d) The school reserves the right to check the identity of any persons unknown who may be using such devices.