



# Photography & Images Policy (Consent, Storage & Inappropriate use)

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**Good Practice**

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## Definitions

In this **'Photography and Images' Policy**, unless the context otherwise requires, the following expressions shall have the following meanings:

- i **'The Romero Catholic Academy'** means the Company named at the beginning of this **'Photography and Images' Policy** and includes all sites upon which the Company is undertaking, from time to time, being carried out. The Romero Catholic Academy includes; **Corpus Christi, Good Shepherd, Sacred Heart, Blue Sky, SS Peter and Paul, St Gregory, St John Fisher, St Patrick, Cardinal Wiseman, Shared Services Team.**
- ii **'Romero Catholic Academy'** means the Company responsible for the management of the Academy and, for all purposes, means the employer of staff at the Company.
- iii **'Board'** means the board of Directors of the Romero Catholic Academy.
- iv **'Chair'** means the Chair of the Board or the Chair of the Local Academy Committee of the Academy appointed from time to time, as appropriate.
- v **'Governance Professional'** means the Clerk to the Board or the Clerk to the Local Academy Committee of the Academy appointed from time to time, as appropriate.
- vi **'Catholic Senior Executive Leader'** means the person responsible for performance of all Academies and Staff within the Multi Academy Company and is accountable to the Board of Directors.
- vii **'Diocesan Schools Commission'** means the education service provided by the diocese, which may also be known, or referred to, as the Birmingham Diocesan Education Service.
- viii **'Local Academy Committee'** means the governing body of the School.
- ix **'Academy Committee Representatives'** means the governors appointed and elected to the Local Academy Committee of the School, from time to time.
- x **'Principal'** means the substantive Principal, who is the person with overall responsibility for the day to day management of the school.
- xi **'School'** means the school or college within The Romero Catholic Academy and includes all sites upon which the school undertaking is, from time to time, being carried out.
- xii **'Shared Services Team'** means the staff who work in the central team across the Company (e.g. HR/ Finance)
- xiii **'Vice-Chair'** means the Vice-Chair of the Governing Body elected from time to time.

## 1. Scope

At The Romero Catholic Academy, we recognise photography as a useful tool, and it is used routinely in many ways. For example, for record keeping, for classroom displays, as part of teaching, and as an important part of children's own work and their learning.

On occasions photographs are also used for the press, or for the school website, Twitter and for other promotional purposes. We also recognise that parents may wish to take photographic images/and or record video images of their own children participating in school events. However, we are also sensitive to the wishes and rights of parents who may not want their children to be photographed, and/or who might have concerns about the possible future use of such images.

We are very aware of our responsibility to protect the children in our care from harm, and we will take every possible step to do so.

The taking of photographs in school is an increasingly complicated and sensitive area, because technology has now made it much easier for pictures and images to be used, shared or distributed inappropriately, both as printed material and as a digital image. Increased use of the Internet and social media has also presented new issues. It is therefore important that schools take practical steps to ensure that photography on school premises, or at school events, reflects the protective ethos of the school. We need to ensure that we comply with the latest [Keeping Children Safe in Education](#)

To ensure that, as far as possible, such photography complies with safeguarding requirements, the advice provided below should be followed.

*For clarity the following definitions are provided and refer to this entire document:*

- *Photographs / Photography refers to any photographic image, still or moving, captured by any photographic device, including mobile phones.*
- *This includes analogue and digital images, still and moving images, however stored or transmitted.*

## 2. Use of Photos within Schools

### School curriculum / internal use

Photographs/digital images or video footage taken for curricular use, or for displays, workbooks, school trips, notice boards, school events and/or assessment purposes.

### School Publicity photography

Photographs/digital images/video footage used to help promote and publicise the success of the school through newsletters or the prospectus. This may on occasion also involve outside agencies such as the local press.

### School Website/Twitter photography

Photographs/digital images/video footage used to celebrate individual, class and/or team success or highlight good practice within the school. Photographs of children will always be anonymous. No name will ever be displayed by a photograph.

### **School Photographer**

Class and individual/family school photographs taken by a reputable commercial photographer and sold to parents. Parents are always advised of this in advance and will have the opportunity to opt out if they so wish.

### **School Events**

Photographs or videos taken of school concerts, productions and other performance events, sports events (including sports day), sports fixtures, fetes, enrichment and 'challenge' events, educational visits, services, etc. Unobtrusive and sensitive photography will normally be permitted, if it is possible at a particular point in the event, though some restrictions may be necessary for reasons of safeguarding/ child protection or out of respect for the rights and privacy of parents who have not provided consent for their child being photographed. Video or sound recording of copyright musical or theatrical performance is normally forbidden.

## **3. The Legal Position**

It is not illegal for photographs of children to be taken in school by staff and using school equipment, but it is sensible to comply with all current recommendations and/or good practice since photographs and video images of individuals are classed as personal data under Data Protection Legislation. Therefore, such images may only be used for school publicity or for similar purposes in cases in which the consent of the parent or legal guardian has been collected.

We will not display personal images on websites, in publications or in a public place where such consent has been withheld or withdrawn and will, wherever possible, avoid naming individual children.

## **4. Parental Consent**

As a minimum requirement, all parents/carers will need to know that their children may be photographed at school and the opportunity will always be open for parents to withhold or withdraw consent for:

1. Photographs or videos taken by members of staff for school based publicity and promotional purposes (school newsletters/ prospectus) or for anonymous use on the school website;
2. Photographs or videos taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success;
3. Photographs or videos taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.

The Withholding or Withdrawal of Consent letter will be issued to all parents each September and a central file record retained of any responses received. If consent is not specifically withheld or withdrawn by a parent/carer, then the school will imply that consent has been granted.

The views of parents who, for any reason do not wish their child/children to appear in such photographs will be respected at all times and all reasonable measures will be taken to ensure 4 compliances with their request, including when on educational visits, sports fixtures, etc.

Parental consent due to GDPR means that parents have the right to amend and revoke their consent at any time during the school year. Schools should always issue a note to this effect in their initial consent forms as well as sending out reminders via newsletters etc from time to time.

Suggested wording for schools:

"Please note, you have the right to withdraw or change your consent at any time by giving the school written notice and completing a new consent form. You can notify us of your consent withdrawal in writing by contacting:

- [admin.cc@romeromac.com](mailto:admin.cc@romeromac.com) Corpus Christi
- [admin.gs@romeromac.com](mailto:admin.gs@romeromac.com) Good Shepherd
- [admin.sh@romeromac.com](mailto:admin.sh@romeromac.com) Sacred Heart
- [admin.sspp@romeromac.com](mailto:admin.sspp@romeromac.com) SS Peter and Paul
- [admin.sg@romeromac.com](mailto:admin.sg@romeromac.com) Saint Gregory
- [admin.sjf@romeromac.com](mailto:admin.sjf@romeromac.com) Saint John Fisher
- [admin.sp@romeromac.com](mailto:admin.sp@romeromac.com) Saint Patrick
- [admin.cw@romeromac.com](mailto:admin.cw@romeromac.com) Cardinal Wiseman

## 5. Use and Storage of Photographs and Video Images

Photographs taken as records of events or for educational purposes may be displayed around school on display boards and/or in evidence files and are then archived after use.

Photographs are not exchanged with anyone outside school or held for private use. Members of staff are only permitted to take photographs and/or digital images of children in “school or educational provision settings” and may only use school approved and purchased cameras or recording equipment. The use of personal mobile phones to take digital images is not permitted. Neither staff nor other adults within school are permitted to take photographs of children in a one to- one situation or when children are in vulnerable situations, such as when they are upset or not appropriately dressed. Photographs may only be stored in a secure location for example on the school’s internal server.

As part of specific curriculum items and on certain special occasions (e.g. at leavers’ ceremonies), children may be allowed by staff to take photographs of each other. This will always be at the discretion of staff, who will intervene if necessary, in order to prevent the taking of inappropriate images or videos.

Should the school learn about any inappropriate use of images involving children, the school will take immediate and proportional action including, if judged necessary by staff in consultation with the Principal, recording and reporting of any incidents which could raise child protection concerns.

## 6. Photography during school events

While we recognise and will try to accommodate the wishes of family members to take photographs or videos of their own children or grandchildren during school events, including concerts, productions and other performance events, sports days, etc., we also recognise that the taking of photographs, videos, and the increasing use of mobile phones to record images can prove very distracting to both the performers and others in the audience, especially if carried out insensitively.

It is also the responsibility of the school to ensure that we are always compliant with safeguarding requirements and do not put at risk the safety of any vulnerable children. In addition, such events can involve all children throughout school or at the very least all the children from a particular key stage, and sometimes may even include children from other schools, such that complying with the wishes of those parents who do not wish their child to be photographed is a complex and sensitive matter.

In order to minimise disturbance, the school will, if possible, arrange for official photographs of concerts, productions and other such performance events to be recorded by nominated and DBS checked individuals (e.g. staff, governor, parent). These photographs and/or video could then be made available to parents for a donation to school funds shortly after the event when they sign to say it is solely for personal use and not for distribution. However, if family members do wish to take photographs or video with their own cameras during a performance, or indeed during any other school event, the school will normally permit this, providing that the following ground rules are adhered to in order to respect others and ensure safeguarding is not compromised

## 7. Photography during concerts, productions and other performance events

As an invited guest of the school ensure that you follow their requests as to when and where you can safely take photographs, and only of your own child. This will usually be at the end of an event and only in a particular area.

Every effort will be made that all images taken at school events are exclusively for personal use and are not uploaded to the internet under any circumstances, posted on social networking sites or openly shared in other ways.

Refrain from taking further photographs and/or video when requested to do so by staff. To avoid any disappointment and confusion, all parents will be notified of the requirement to observe the constraints on the use of photography and digital images in advance of any school performances, productions or other similar events.

As noted above, it may be necessary for the individual school to request that no photography or filming take place at a school event (for example, to account for specific safeguarding needs). In such circumstances, this restriction will, as far as possible, be made clear to all those attending before the event begins. Anyone who continues to take photographs, video or other images after being informed of such a restriction will be asked by a member of staff to stop and to delete any material they have recorded. Parents / visitors will be informed that the use of personal cameras, mobile phone cameras or other recording equipment is prohibited on school premises at all other times. Children may then only be photographed by members of staff and using school equipment, and only if the parents or legal guardians of a child have not withheld consent. Parents/ Visitors will be asked to speak to the Principal if you are unsure about the appropriate use of photographic or recording equipment and/or subsequent use and sharing of images.

## 8. School Website / Twitter Images

Individual school websites within the MAC continue to support communication with parents and pupils and helps to promote and publicise the success of the school. Pupil's schoolwork is sometimes displayed on the website and can occasionally include discreet images of children engaged in curriculum or enrichment activities. However, images of children are always used anonymously and never in cases in which parents or legal guardians have not given consent. Any requests from parents to remove images of their children will always be respected but parents must realise that images/videos posted in a public domain such as the school's website/Twitter account are accessible from the wider world.

## 9. Inappropriate use of images

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 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 members of their family may decide to minimise their online presence
- families may have religious or cultural reasons for choosing not to be photographed.

**Safeguarding** Furthermore it is important to be 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. The misuse of images can be part of peer on peer abuse. There are further details in the TRCA Peer on Peer abuse Policy. This gives clear details on what to do if you find images used inappropriately.

The NSPCC have put together guidance to help schools think about and mitigate the risks involved with making and sharing images of children.

[> Find out more about child protection and safeguarding](#) NSPCC Link

## 10. A staff's guide following incidents of children sharing nude images

All staff should have an awareness of safeguarding issues that can put children at risk of harm. Behaviours linked to issues such as drug taking and or alcohol misuse, deliberately missing education and consensual and non-consensual sharing of nude and semi-nude images and/or videos<sup>9</sup> can be signs that children are at risk.

**What to do if an incident comes to your attention:**

1. You **should not view, copy, print, share, store or save** the imagery on any device.
2. You must not ask a child to share or download as this **is illegal**
3. Report it to your Designated Safeguarding lead immediately

4. If you have viewed the images by accident as a pupil has showed you before you could stop them, then let the DSL or equivalent know and seek support from the LADO.
5. Do not delete the imagery or ask the young person/ pupil to delete it
6. Do not ask the child/ children or young person(s) or pupils who are involved in the incident to disclose information. This is the responsibility of the DSL.
7. Do not share information about the incident with any other member of staff, the your person(s) it involves or their parents and or carers.
8. Do not say or do anything to blame or shame any young person involved
9. Do reassure them; explain that you need to report it and reassure them that they will be supported and receive help from the DSL.

Click on the image to the right to access the document with advice for education settings.



## 9. Links

This policy is linked to the following policies:

- School Safeguarding policy
- TRCA Acceptable use policy
- TRCA E-safety policy
- TRCA Peer on Peer Abuse policy
- TRCA Whistleblowing policy

## 10. Monitoring and Evaluation

The Board of Directors delegate the implementation of this policy to the Academy Committee.  
This policy will be reviewed by CC3 Quality Performance and Standards