



# PHOTOGRAPHY & VIDEO CONSENT AND STORAGE POLICY

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**TOGETHER WE EMPOWER EXCELLENCE**

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# 1. Introduction

- 1.1 The Learning Academy Partnership (hereinafter the Trust) recognises that photographs and videos add colour, life and interest to resources within our academies and articles promoting our academies and the partnership. This can include, but is not limited to, the following:
- Displays within our academies of the children's activities
  - Academy websites, including the Trust and All Saints Teaching School
  - Printed publications
    - Prospectus
    - Posters
    - Flyers
    - Newsletters
  - Social Media
  - Press and media
  - Banners
- 1.2 The use of photographs and videos can increase the children's motivation, boost staff morale and help parents and the local community to identify and celebrate our achievements.
- 1.3 In order to respect children's and parents' rights of privacy and because of potential safeguarding and child protection issues, all photographs and videos must be used and stored in a responsible way.
- 1.4 The Trust is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share in this commitment. This policy seeks to achieve a practical balance to secure the above.

# 2. Scope

- 2.1 This policy is subject to, and should be read in conjunction with, the following Trust policies:
- Acceptable Use Agreement
  - Code of Conduct
  - Complaints
  - Data Protection
  - Freedom of Information
  - Safeguarding and Child Protection
  - Social Media

2.2 This policy applies to:

- All staff
- All children
- All promotional materials
- Encourages the safe and responsible use and storage of photographs and videos.

### 3. Legislation

3.1 Under the terms of the General Data Protection Regulations 2018 images of children or staff must not be displayed in a public place without consent. This includes publications such as the academy prospectus, website or areas in the academy where visitors have access.

### 4. Parental Consent

4.1 The Trust has a Photo Consent form that must be completed by the parents for all children within our academies upon admission (see Appendix 1).

4.2 Staff should always check the up-to-date list, held by the academy administrators, before publishing photos anywhere to ensure parental consent.

4.3 The academy will contact parents annually with the option to review their preferences. Parents can request to amend/update this form at any time.

### 5. Use and Storage of Media

5.1 Photographs and videos should be taken using Trust equipment only (cameras, iPhones, iPads, etc.). Staff should never use their own equipment to take photographs of the children.

5.2 Photographs and videos should not be stored on personal equipment.

5.3 Staff will only take and use photographs and videos of children in suitable dress, to reduce the risk of potential misuse.

- 5.4 When a photograph is used a child will not be named, and vice versa. Occasionally names may be requested by local press to accompany a photograph. In these circumstances consent should be gained from the parents prior to publishing.
- 5.5 The Trust recognises that parents and family members may wish to record events, such as academy plays, sports days, etc. to celebrate their child's achievements. Parents should be reminded that these records should remain private and for their own personal use, and should not be shared on social media sites.
- 5.6 The Trust cannot be held responsible if parents allow their children to appear in publications relating to academy activities or send photographs direct, without the Trust's knowledge.
- 5.7 The Trust may store and use photos of children for promotional purposes after a child has left an academy, if the appropriate permission has been given.

## 6. External Photographers

- 6.1 Commercial and external photographers are invited into our academies on a regular basis to take official photographs of children, and these can often be purchased by parents. Such photographers will:
  - 6.1.1 Sign in and wear identification at all times.
  - 6.1.2 Never have unsupervised access to children.
  - 6.1.3 Never solicit photo sessions outside the event or at a child's home.

## 7. Staff

As part of our commitment to safeguarding and to ensure staff are easily identifiable, all our teachers and staff on Trust premises and taking part in Trust activities are required to wear a photo ID badge and be displayed on our Staff Photo Boards.

This processing is necessary for the contract we have with you as members of staff / trainees / volunteers / trustees / committee members.

Your photograph(s)/words may be used to promote the activities of the Trust and may appear in any of our promotional material in printed or electronic form including websites, in multimedia productions, course leaflets, prospectuses, social media or press releases. Please note that websites can be seen worldwide and not just in the UK where UK law applies.

The Trust has a Photo Consent form that must be completed by all members of staff / trainees / volunteers / trustees / committee members (see Appendix 2).

## 8. Appendix 1

### Use of Digital / Video Images

To comply with Data Protection law (including the General Data Protection Regulation and associated legislation), we are required to obtain your consent so that we may take and use photographs and video recordings of your child.

Photography and videography may be used at the Learning Academy Partnership (SW) for the purposes set out below. Only images of children in suitable dress will be recorded and shared. Staff are not allowed to take photographs or videos on their personal equipment.

When sharing photographs with external third parties we will endeavour to:

- avoid providing the child's name where the child's image is shared;
- avoid providing the child's images where the child's name is shared;
- use only children's first names, rather than their full names (except in exceptional circumstances where we may provide the first initial of their surname to distinguish them).

When sharing video recordings with external third parties we will endeavour to:

- avoid providing the children's names within the video recording;
- avoid providing children's full names in crediting of video recordings.

If we would like your child's image linked to their name we would contact you separately for permission (for example, if your child won a competition and wanted to be named in press/literature).

### Permission Form

We would like your consent to take photos and videos of your child and use them in the ways described below. If you are not happy for us to do this, we will accommodate your preferences.

- I am happy for the academy to take photographs/videos of my child:
- I am happy for photos/videos of my child to be used on the Trust websites
- I am happy for photos/videos of my child to be used in the Online Learning Diary
- I am happy for photos/videos of my child to be used in the academy newsletters

I am happy for photos/videos of my child to be used on the academy's internal displays

I am happy for photos/videos of my child to be used on promotional materials  
(i.e. posters, banners, etc.)

I am happy for photos/videos of my child to be used on social media sites  
(i.e. Twitter, Facebook, etc.)

I am happy for photos/videos of my child to be used in local newspapers/magazines

I am happy for photos/videos of my child to be used once my child has left the academy

You are free to withdraw your consent at any time. If you wish to withdraw your consent for any of the above activities, please contact the academy office.

If you have any other questions, please get in touch.

Child's Name	
Parent/Carer Signature	
Date	



## 9. Appendix 2

### Staff Photo - ID

As part of our commitment to safeguarding and to ensure staff are easily identifiable, all our teachers and staff on Trust premises and activities are required to wear a photo ID badge and be displayed on our Staff Photo Boards.

This processing is necessary for the contract we have with you as members of staff / trainees / volunteers / trustees / committee members.

### Permission to use photographs & words:

- Use of photograph(s)/words

Your photograph(s)/words may be used to promote the activities of the Learning Academy Partnership and may appear in any of our promotional material in printed or electronic form including web sites, in multimedia productions, course leaflets, prospectuses, social media or press releases. Please note that websites can be seen worldwide and not just in the UK where UK law applies.

### General Data Protection Regulation May 2018

To comply with the Regulation, we need your permission before we use any photographs or your words. We will normally store photographs/words securely on our servers for the duration of your employment/training and your consent will expire after this period. However, your photograph(s) may be selected for inclusion in our historical archive and be retained indefinitely. Your words may appear as part of a case study.

### Your Consent

Please provide the information requested below which will give us your consent to use your photograph(s)/words in accordance with the purposes and conditions outlined above and the terms of the General Data Protection Regulation 2018.

You have the right to withdraw your consent at any time and this can be done by contacting the HR Department via [hr@lapsw.org](mailto:hr@lapsw.org)

**Please note:** whilst consent may be withdrawn it may not be possible to remove photographs/words from all documents/publicity immediately but future printed versions will be revised when practical.

Print Name:	
Signature:	
Date:	