



PHOTOGRAPHY AND VIDEO ON SOCIAL MEDIA

Date of Policy: April 2020

Review Date: April 2022



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Introduction

Gartree High School seeks to ensure that the privacy of each individual is respected in relation to their identity and to ensure that the use of all images portrays the school positively.

This policy applies to employees, pupils, volunteers, parents and governors and its aim is to provide them with guidelines and procedures regarding the taking of photographic images and video and audio recordings

Policy Statement

Photographic Images, audio and videos recorded and used by Gartree High School should be required for the following purposes:

- Acknowledge the achievements and accomplishments of employees, pupils, volunteers, parents and governors
- Promote the services and activities of Gartree High School to the wider community.

Image Consent Policy

It is necessary for employees, parents, governors and volunteers aged 18 and over to complete and sign the Image Consent Form if their image(s) are to be used.

Individuals under the age of 18 years and adults who are unable to make an informed decision or make their decision known, require permission to be granted by their parent or legal guardian using the Image Consent form.

Once permission is granted, this permission applies to all images of the individual including photographic and video images. Gartree High School ensures that all imagery and media communications portray individuals and Gartree High School in a valued and positive way.

Gartree High School does not share or sell any images to any third party for commercial/marketing purposes and does not release any images unless required by law to do so.

Consent Form

Express permission is obtained for the use of an individual's image for all publications, media communications and promotions using the Gartree High School Photo Consent form.

Individuals can request to be contacted each time Gartree High School wishes to publish their image. Individuals can also specify publications they do not wish their image to appear in.

Withdrawal of Consent

- Individuals are able to modify or withdraw their consent in writing at any time.
- Once an individual withdraws consent, Gartree High School will cease to use their image.

Record keeping

Gartree High School ensures the confidentiality of the completed consent forms, photographs and recordings in line with our GDPR policy.

Images Recorded by Employees or Volunteers

All photographic and video images taken by employees and volunteers on behalf of Gartree High School are owned by Gartree High School regardless of who owns the equipment used to record the images. Images must be downloaded Gartree High School computers as soon as possible and deleted from the recording device such as a camera or phone.

Review of Image Policy

Gartree High School is committed to continuous improvement and this policy will be reviewed every two years for effectiveness.

Image Consent Form

Gartree High School

Ridgeway, Oadby, Leicester, LE2 5TQ



Dear parents and carers,

MEDIA CONSENT

As a school we often want to share details of trips out of school, of house competitions and of work in school. To enable us to continue with this work, we are asking you to sign the form enclosed with this letter.

We sometimes wish to share pictures of work in school, sporting achievements and outside visits. This might be on the school website, on our social media accounts or elsewhere. In doing so we try to capture a flavour of events rather than photographing individuals who are easily identifiable, but occasionally individuals can be identified (as for example in sporting team photographs). We will only use first names when reporting on events and we will not list who is in a picture. We favour a common sense approach so that there is enough information for parents to take pride in the achievements of their child, and insufficient information for anyone to misuse or to put children at any risk.

Thank you for your understanding. This is a difficult area. We want to balance our desire to celebrate achievements with our desire to respect the privacy of students. We hope you will sign the enclosed form to enable us to do this. Thank you very much for your support.

Yours sincerely

Ben Rackley

MEDIA CONSENT FORM

Occasionally, we may take photographs of the children at our school. We may use them on our school website, social media platforms or other digital media. We may also use these images in our school's prospectus or other printed marketing documentation. We may also make video or webcam recordings for educational or promotional use.

By signing and returning this document, you agree to our using these recorded images for the duration of your child's time at Gartree in the ways described. Our full Media Consent Policy can be found on our website.

May Gartree use your child's image in photographs or videos for educational and/or promotional purposes in printed media, digital media, or on its social media platforms?

☐

Yes

☐

No

I have read and understood the conditions of use.

Name of child (capitals): _____

Form group of child: _____

Name of parent or carer (capitals): _____

Parent or carer signature: _____

Date: ____ / ____ / ____

Please return to student reception.

Media Consent Policy

CONDITIONS OF USE



- 1. This form is valid for duration of the students time at Gartree. The consent will automatically expire after this time*
- 2. We will not re-use any photographs or recordings after your child leaves this school*
- 3. We will not use the personal details or full names (which means first names and surname) of any child or adult in a photographic image on video, on our website, in our school prospectus or in any other printed publications*
- 4. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications*
- 5. If we use images of individual students, we will not use the name of that child in the accompanying text or phone caption*
- 6. If we name a pupil in the text, we will not use a photograph of that child to accompany the article*
- 7. We may include pictures of pupils and teachers that have been drawn by the pupils*
- 8. We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations"*
- 9. We will only use images of students who are suitably dressed, to reduce the risk of such images being used inappropriately*
- 10. From time to time, our school may be visited by the media who will take photographs or film footage of important visits or other high profile events. Students will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.*
- 11. We may record images of groups of students, for example in lessons, corridors or participating in sporting events. These are classified as 'Official School Use' images and therefore do not breach guidelines of the Data Protection Act 1998 (DPA).*

Our advice is in line with the guidance provided by the Information Commissioner's Office. If at any time you feel that more has been shared than should have been shared, please feel free to contact the school immediately and the material will be removed. We will post a copy of our Data Protection policy on the school website, under "Students & Parents > Policies" and if you wish to withdraw your permission at any time please do so via the "Contact Us tab – or telephone the school office.

We attempt at all times to follow guidance from the Information Commissioner's Office, which is reproduced below: