

## PHOTOGRAPH & MEDIA POLICY

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#### REVIEW

Last reviewed:	May 2018
To be reviewed:	Every 3 years, or as the need arises.

Policies may be subject to review and revision at any time, notwithstanding that the next review date has not been reached. Review dates are for guidance only; all policies will remain in force until a review has taken place and been formally approved by the Trust.

## **1. Introduction**

The Girls' Learning Trust (the "Trust") and the schools within the Trust are obliged to comply with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 when taking or publishing photographs, videos, CCTV (closed circuit television) or media images of its students.

This policy should be read in conjunction with the Trust Data Protection and Freedom of Information Policy (which is available on the Trust and school websites).

The Trust will not normally seek consent for any internal use of photographs as the processing of such personal data is in accordance with the statutory functions of the Trust in providing an education to the pupil and is therefore lawful on the grounds of public interest. However the Trust will take into account any parental preferences expressed. The pupil may also exercise their data protection rights in respect of photographs as set out in the privacy notice for pupils and the Trust Data Protection and Freedom of Information Policy. We will respond appropriately to any pupil or parental request to exercise those rights.

If you wish to express a preference for the school to avoid taking or publishing photographs of an individual in certain circumstances, then you need to indicate your preferences using the forms found in Appendix A and Appendix B. If no preferences are expressed then the Trust/School will act in accordance with the principles expressed in this policy.

Ordinarily the following rules will apply to photographs in the Trust/School.

## **2. Photographs for Internal Use**

- The Trust will take photographs and media images for its own use. Usually these will be unnamed (or first name only) photographs and will generally be for internal use, but may also include photographs for publication to promote the positive image of the schools in the Trust, such as photos for website materials, social media, school prospectus, newsletters or to show as slides at an event for parents. Unnamed photographs (or first name only) may also be used on display boards which can be seen by visitors to the school.
- When the photograph is taken, the students will generally be informed that a photograph is being taken and, when appropriate, told what it is for so that they can object if they wish.

If the school wants to use named photographs (first name & surname) then it will obtain specific consent in writing first. For most students, this consent may be given by the student themselves, as explained in the Trust Data Protection and Freedom of Information Policy (available on the Trust & school websites).

## **3. Media Use**

- The Trust/School will give proper consideration to the interests of its pupils when deciding whether to allow external organisations to take photographs or to film.
- When the media are allowed to be present in school or at Trust/School events, this will be on the condition that they observe this policy and the Trust Data Protection

and Freedom of Information Policy which can be found on the Trust and school websites.

- Where the media are allowed to be present at a particular event the Trust/school will endeavour to inform students and their parents or carers of the media presence. If no objection is received, then the Trust/School will assume that unnamed (or first name only) photographs may be published.
- If the media want to publish named photographs then they must obtain specific consent from students in year 8 and above with capacity to consent or the parents of year 7 students or those without capacity (refer to the Trust Data Protection and Freedom of Information Policy). The Trust/School will require the media entity to check with the school before publication so that the school can check that any objections have been taken into account.

#### **4. Family Photographs at Trust/ School Events**

- It shall be at the discretion of the Trust/School whether photographs may be authorised to be taken at a school event e.g. by friends and family. The Trust/school will endeavour to communicate this to those attending.
- Photos taken by family and friends are not covered under the Trust's Data Protection and Freedom of Information Policy.
- Where the Trust/school decides to allow photographs to be taken, the family and friends will be asked not to publish any photographs showing children other than their own children via social media, the internet or any other means.

## **APPENDIX A - Expression of Parental Preferences for students in Year 7**

(only for use if you wish to express a preference for the Trust/School to avoid taking or publishing photos)

Name of Student \_\_\_\_\_

### **Unnamed/first name only photographs:**

<b>Tick Box</b>	<b><i>Please tick any that apply:</i></b>
	I would prefer that unnamed photographs of the student are not used in the Trust/School.
	I would prefer that unnamed photographs of the student are not used for Trust/School use for wider publication: <ul style="list-style-type: none"><li>• Trust/School prospectus and similar information</li><li>• Trust/School website and social media</li><li>• Display boards</li></ul>
	I would prefer that unnamed photographs of the student do not appear in any external publications

### **Named Photographs (first name & surname):**

<b>Tick Box</b>	<b><i>Please tick any that apply:</i></b>
	I would prefer that named photographs of this student are not used in the Trust/School
	I would prefer that named photographs of this student are not used in any Trust/School publication.
	I would prefer that named photographs of this student do not appear in any external non- Trust/School publication.

**I understand that the Trust and school will try to take my preferences into account and that the school must comply with General Data Protection Regulation (GDPR) and the Data Protection Act 2018 which will give my child rights in his / her own data when he / she has adequate capacity and understanding to make decisions about the publication of his / her photographs for him / herself.**

Signed \_\_\_\_\_

PRINT NAME \_\_\_\_\_

Relationship to child \_\_\_\_\_

## APPENDIX B - Expression of Student Preferences for Year 8 and above

(only for use if you wish to express a preference for the Trust/School to avoid taking or publishing photos)

Name of Student \_\_\_\_\_

### Unnamed/first name only photographs:

Tick Box	<i>Please tick any that apply:</i>
	I would prefer that unnamed photographs of me are not used in the Trust/School.
	I would prefer that unnamed photographs of the student are not used for Trust/School use for wider publication: <ul style="list-style-type: none"><li>• Trust/School prospectus and similar information</li><li>• Trust/School website and social media</li><li>○ Display boards</li></ul>
	I would prefer that unnamed photographs of me do not appear in any external publications

### Named Photographs (first name & surname):

Tick Box	<i>Please tick any that apply:</i>
	I would prefer that named photographs of me are not used in the Trust/School
	I would prefer that named photographs of me are not used in any Trust/School publication.
	I would prefer that named photographs of me do not appear in any external non-Trust/School publication.

**I understand that the Trust and school will try to take my preferences into account and that the school must comply with General Data Protection Regulation (GDPR) and the Data Protection Act 2018.**

Signed \_\_\_\_\_

PRINT NAME \_\_\_\_\_