

UNIVERSITY ACADEMY  
HOLBEACH



UNIVERSITY OF  
LINCOLN

ACADEMY TRUST

## **University Academy Holbeach**

*Principal: Sheila Paige BA (Hons)*

# **PHOTOGRAPH, VIDEO and FILM POLICY 2023**

Adopted by the Governing Body: March 2023  
To be reviewed every 2 years  
Review date: March 2025

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# Statement of Intent

At University Academy Holbeach (UAH), we use photographs, film and video for a variety of purposes, including school prospectuses, display boards, promotional use, celebrating success, educational purposes, conferences and the Academy website. We understand that parents may also wish to take videos or photographs of their children participating in Academy events for personal use.

Whilst we recognise the benefits of photography and videos to our Academy community, we also understand that these can have significant risks for those involved. Under the legal obligations of the General Data Protection Regulation (GDPR), the Academy has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The Academy has implemented a policy on the safe use of cameras and videos by staff, visitors and parents to reflect the protective ethos of the Academy with regard to pupils' safety.

In order to ensure that, as far as possible, photographs, film and video is always used safely, this Photograph, Film and Video Policy should be followed at all times. This policy is applicable to all forms of visual media, including film, print, video, DVD, social media, apps and websites.

## 1. Legal Framework

1.1. This policy has due regard to legislation, including, but not limited to, the following:

- The Freedom of Information Act 2000
- The Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004
- The School Standards and Framework Act 1998
- The Children Act 1989
- The Children Act 2004
- The Equality Act 2010

1.2 This policy has been created with regard to the following guidance:

- Information Commissioner's Office (2017) 'Overview of the General Data Protection Regulation' (GDPR)
- Information Commissioner's Office (2017) 'Preparing for the General Data Protection Regulation (GDPR) 12 steps to take now'

1.3 This policy also has due regard to the Academy's policies, including, but not limited to, the following:

- The General Data Protection Regulation (GDPR)
- SEND Policy
- Behavioural and Anti-Bullying Policy
- GDPR Data Protection Policy
- Child Protection Safeguarding Policy
- UoLAT Privacy Notice for Students

## 2. Definitions

**For the purpose of this policy:**

- 2.1. **“Personal use”** of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent/carer taking a group photo of their child and their friends at an Academy event. These photos and videos are only for personal use by the individual taking the photo, and are not intended to be passed on to unknown sources or published on social media. The principles of the GDPR do not apply to images and videos taken for personal use.
- 2.2. **“Official academy use”** is defined as photography and videos which are used for Academy purposes, e.g. displays, developing teaching and learning through videoed lessons. These images are likely to be stored electronically in the media drive and are only for use by University Academy Holbeach (UAH) and the University of Lincoln Academy Trust (UoLAT). The principles of the GDPR apply to images and videos taken for official academy use.
- 2.3. **“Media use”** is defined as photography and videos which are intended for a wider audience, e.g. photographs of children taken for a local newspaper. The principles of the GDPR apply to images and videos taken for media use.
- 2.4. Staff may also take photos and videos of pupils for **“educational purposes”**. These are for official academy use and may be used for a variety of reasons, such as academy displays, special events, assessment and workbooks. The principles of the GDPR apply to images and videos taken for educational purposes.

## 3. Roles and Responsibilities

3.1. The **Principal** is responsible for:

- Issuing Photograph Permissions Letter and Consent Form to parents/carers on admission to UAH with regards to photographs, film and video being taken whilst at the Academy.
- Ensuring that all photos and videos are stored and disposed of correctly, in line with the GDPR.
- Deciding whether parents/carers are permitted to take photographs, film and video during academy events.
- Communicating this policy to all the relevant staff members and the wider academy community, such as parents/carers and visitors.

3.2 The **Designated Safeguarding Lead** (DSL) is responsible for:

- Liaising with the Designated Teacher, Social Workers and the Virtual School to gain consent for photographs, film and videos of LAC pupils.
- Liaising with the Data Protection Officer (DPO) to ensure there are no data protection breaches.

- Informing the Principal of any known changes to a pupil's security, e.g. child protection concerns, which would mean that participating in photographs, film or video recordings would put them at significant risk.

### 3.3 **Parents/carers** are responsible for:

- Completing the consent form on the back of the Photograph Permissions Letter on their child's admission to the Academy.
- Informing the academy in writing where there are any changes to their consent.
- Acting in accordance with this policy.

### 3.4 In accordance with the Academy's requirements to have a **Data Protection Officer (DPO)** who is responsible for:

- Informing and advising the Academy and its employees about their obligations to comply with the GDPR in relation to photographs, film and videos at the academy.
- Monitoring the Academy's compliance with the GDPR in regards to processing photographs, film and videos.
- Advising on data protection impact assessments in relation to photographs, film and videos at the Academy.
- Conducting internal audits, in regards to the Academy's procedures for obtaining, processing and using photographs, film and video.
- Providing the required training to staff members, in relation to how the GDPR impacts photographs, film and video at the Academy.

## 4. Parental Consent

- 4.1 The Academy understands that consent must be a positive indication. It cannot be inferred from silence, inactivity or pre-ticked boxes.
- 4.2 Consent will only be accepted where it is freely given, specific, informed and an unambiguous indication of the individual's wishes.
- 4.3 Where consent is given, a record will be kept documenting how and when consent was given and last updated.
- 4.4 The academy ensures that consent mechanisms meet the standards of the GDPR. Where the standard of consent cannot be met, an alternative legal basis for processing the data will be found, or the processing will cease.
- 4.5 Where a child is under the age of 16, the consent of parents will be sought prior to the processing of their data, except where the processing is related to preventative or counselling services offered directly to a child.
- 4.6 If the law provides it, children as young as 13 may be permitted to provide consent to the processing of their data.
- 4.7 The Consent Form will be valid for the duration of the pupils attendance at the Academy from date of admission, unless their circumstances change in any way, e.g. if their parental responsibility changes, or consent is withdrawn. Additional consent forms will be required to be completed if the pupil's circumstances change.

- 4.8 If there is a disagreement over consent, or if a parent/carer does not respond to a consent request, it will be treated as if consent has not been given, and photographs, film and videos will not be taken or published of the pupil whose parents/carers have not consented.
- 4.9 All parents/carers are entitled to withdraw or change their consent at any time during the school year.
- 4.10 Parents/carers are required to notify the Academy in writing if their child's circumstances change in any way, or if they wish to withdraw their consent.
- 4.11 For any CiC pupils, or pupils who are adopted, the Designated Teacher will liaise with the pupil's social worker, carers or adoptive parents to establish where consent should be sought. Consideration will be given as to whether identification of an LAC pupil, or pupils who are adopted, would risk their security in any way.
- 4.12 Consideration will also be given to any pupils for whom child protection concerns have been raised. Should the DSL believe that taking photographs, film and video of any pupils would put their security at further risk, greater care will be taken towards protecting their identity.
- 4.14. A list of all the names of pupils for whom consent was not given will be created by the SEND Administrator and will be circulated to all staff members. This list will be updated when any new consent forms are received.
- 4.15 If any parent/carer withdraws or changes their consent, or the DSL reports any changes to a pupil's security risk, or there are any other changes to consent, the list will also be updated and re-circulated.

## **5. General Procedures**

- 5.1 Photographs and videos of pupils will be carefully planned before any activity.
- 5.2 Where photographs, film and video will involve CiC pupils, adopted pupils, or pupils for whom there are security concerns, the Principal will liaise with the DSL to determine the steps involved.
- 5.3 When organising photographs, film and videos of pupils, the Principal, as well as any other staff members involved, will consider the following:
- Can general shots of classrooms or group activities, rather than individual shots of pupils, be used to fulfil the same purpose?
  - Could the camera angle be amended in any way to avoid pupils being identified?
  - Will pupils be suitably dressed to be photographed and videoed?
  - Will pupils of different ethnic backgrounds and abilities be included within the photographs or videos to support diversity?
  - Would it be appropriate to edit the photos or videos in any way? eg. to remove logos which may identify pupils?
  - Are the photographs and videos of the pupils completely necessary, or could alternative methods be used for the same purpose?
- 5.4 The list of all pupils of whom photographs and videos must not be taken will be checked prior to the activity. Only pupils for whom consent has been given will be able to participate.

- 5.5 The staff members involved, alongside the Principal, will liaise with the DSL if any CiC pupil, adopted pupil, or a pupil for whom there are security concerns is involved. (see Section 6 of this policy)
- 5.6 Academy equipment will be used to take photographs and videos of pupils. Exceptions to this are outlined in Section 7 of this policy.
- 5.7 Staff will ensure that all pupils are suitably dressed before taking any photographs, film or video.
- 5.8 Where possible, staff will avoid identifying pupils. If names are required, only first names will be used.
- 5.9 The Academy will not use images or footage of any pupil who is subject to a court order.
- 5.10 The Academy will not use photographs of children or staff members who have left the Academy, without parental consent.
- 5.11 Photographs, film and video that may cause any distress, upset or embarrassment will not be used.
- 5.12 Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the DPO.

## **6. Additional Safeguarding Procedures**

- 6.1 The Academy understands that certain circumstances may put a pupil's security at greater risk and, thus, may mean extra precautions are required to protect their identity.
- 6.2 The Designated Teacher will, in known cases of a pupil who is a LAC or who has been adopted, liaise with the pupil's social worker, carers or adoptive parents to assess the needs and risks associated with the pupil.
- 6.3 Any measures required will be determined between the DSL, Designated Teacher, Social Worker, Carers and/or Adoptive Parents with a view to minimise any impact on the pupil's day-to-day life. The measures implemented will be one of the following:
  - Photos and videos can be taken as per usual academy procedures
  - Photos and videos can be taken within the academy for educational purposes and official academy use, e.g. on registers, but cannot be published online or in external media
  - No photos or videos can be taken at any time, for any purposes
- 6.4. Any outcomes will be communicated to all staff members and the list showing which pupils are not to be involved in any videos or photographs, held in the Academy office, will be updated accordingly.

## **7. Academy-owned devices**

- 7.1 Staff will, when necessary, take photos and videos of pupils using Academy equipment.
- 7.2 Where Academy-owned devices are used, images and videos will be provided to the Academy at the earliest opportunity, and removed from any other devices.

- 7.3 Staff will not use their own personal mobile phones, or any other personal device, to take images and videos of pupils.
- 7.4 Photographs and videos taken by staff members on Academy visits may be used for educational purposes, e.g. on displays or to illustrate the work of the Academy, where consent has been obtained.
- 7.5. Digital photographs, film and video held on the Academy's drive are accessible to staff only. Photographs, film and video are stored in labelled files, annotated with the date, and are only identifiable by year group/class number – no names are associated with images and videos. Files are password protected, and only academy members have access to these passwords – these are updated annually to minimise the risk of access by unauthorised individuals.

## **8. Use of a professional photographer**

- 8.1 If the academy decides to use a professional photographer for official academy photos and academy events, the Principal or a member of the Senior Management Team will:
- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.
  - Issue the photographer with identification, which must be worn at all times.
  - Let pupils and parents/carers know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of photographs, film and video.
  - Not allow unsupervised access to pupils or one-to-one photo sessions at events.
  - Communicate to the photographer that the material may only be used for the Academy's own purposes and that permission has not been given to use the photographs for any other purpose.
  - Ensure that the photographer will comply with the requirements set out in GDPR.
  - Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images or videos are not used for any other anything other than the purpose indicated by the academy.

## **9. Permissible Photographs, Film and Video during Academy Events**

- 9.1 If the Principal permits parents/carers to take photographs or videos during an Academy event, parents will:
- Minimise the use of flash photography during performances.
  - In the case of all Academy events, make the focus of any photograph or video their own children.
  - Avoid disturbing others in the audience or distracting pupils when taking photographs or recording video.



- Ensure that any images and recordings taken at Academy events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- Refrain from taking further photographs and/or videos if and when requested to do so by staff.

## **10. Storage and retention**

- 10.1 Images obtained by the Academy will not be kept for longer than necessary.
- 10.2 Hard copies of photos held by the Academy will be annotated with the date on which they were taken and will be stored in the Administrator's office. They will not be used other than for their original purpose, unless permission is sought from the Principal and parents/carers of the pupils involved.
- 10.3 Paper documents will be shredded and electronic memories scrubbed clean or destroyed, once the data should no longer be retained.
- 10.4 The senior management team will review stored images and videos on an annual basis to ensure that all unwanted material has been deleted.
- 10.5 Parents/carers must inform the Academy in writing where they wish to withdraw or change their consent. If they do so no further images will be taken.
- 10.6 When a parent/carer withdraws consent, it will not affect the use of any images or videos for which consent had already been obtained. Withdrawal of consent will only affect further processing.
- 10.7 Where a pupil's security risk has changed, the DSL or DDSL will inform the Principal immediately. If required, any related imagery and videos involving the pupil will be removed from the academy drive immediately. Hard copies will be removed by returning to their parents/carers or by shredding, as appropriate.
- 10.8. Official academy photos will be stored in a locked cabinet office alongside other personal information at the academy office, and are retained for the length of the pupil's attendance at the academy, or longer, if necessary, e.g. due to a police investigation.
- 10.9. Some educational records relating to former pupils of the academy may be kept for an extended period for legal reasons, but also to enable the provision of references or academic transcripts.

## **11. Monitoring and review**

- 11.1 This policy will be reviewed every two years by the Principal and the DSL. The next scheduled review date for this policy is March 2025.
- 11.2 Any changes to this policy will be communicated to all staff members and, where appropriate, parents/carers.

## **12. Photography Permissions Letter & Consent**

This form explains the reasons why and how University Academy Holbeach may use images and videos of your child. Please read the form thoroughly and outline your agreement as appropriate.

### **Why do we need your consent?**

University Academy Holbeach requests the consent of parents/carers to use images, film and video of their child for different purposes. This consent will remain in place for the duration of the child's time at University Academy Holbeach.

Without your consent, the academy will not publish images and videos of your child. Similarly if you indicate on the consent form specifically where the Academy can publish images and video of your child, they will abide by this consent.

### **Why do you we use images and videos of your child?**

University Academy Holbeach uses images of pupils as part of academy displays to celebrate academy life and pupils' achievements, to promote the Academy on social media and on the academy's website; and for other publicity purposes such as magazines, newspapers. The Academy uses videos of lessons regularly to support the development of high quality teaching and learning through in-house training.

University Academy Holbeach may take images or videos of individual pupils and groups of pupils to use on social media, the academy website, in academy prospectuses and other printed publications, such as a newsletter.

### **Who else uses images and videos of your child?**

Occasionally, the Academy is visited by local media, who take images or videos of Academy events, such as awards presentations; sports activities or GCSE/A Level Results days. Pupils will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

Where other organisations (not media) intend to use images or videos of your child, additional consent will be sought before any image or video is used.

### **What are the conditions of use?**

- This consent form is valid for the duration of your child's time at University Academy Holbeach.
- It is the responsibility of parents to inform the Academy, in writing, if consent needs to be withdrawn or amended.
- The Academy will not use the personal details or full names of any pupil in an image or video, on our website, in our academy prospectuses or any other printed publications.
- The academy will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our academy prospectuses or any other printed publications.
- The academy may use pictures of pupils and teachers that have been drawn by pupils.
- The academy may use work created by pupils.
- The academy may use group or class images or videos with general labels, e.g. 'Presentation evening'; GCSE Results; School Prom

- The academy will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The Academy approved photographers will take individual and class images of your child which are then available to purchase only by you as their parent/carer.□
- The academy will use videos of lessons for the purpose of improving the quality of teaching and learning. These will be used internally and not published without additional consent.

### **Providing your Consent**

When your child starts at UAH you are provided with a letter outlining the Photograph Permissions with a consent form on the reverse for you to complete, by ticking the relevant boxes – see Appendix A

All students will have a photograph taken by the academy's approved photographer for use on the school management system for identification and safeguarding. However, the Academy will only publish photographs, film and videos of your child in other areas (as outlined in the policy above) for the conditions you have provided consent for.

### **Refreshing your consent**

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, ie an external organisation wishes to take or use photographs; film or video.
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image can no longer be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where a parent/carer would like to amend the provisions for which consent has been provided, you must submit your request in writing to the Year Team. A new form will be sent to you to amend your consent accordingly and to be signed by you, as the pupil's parent/carer.

### **Withdrawing your consent**

Parents/carers have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the Principal.

If you have any questions regarding this form, please do not hesitate to contact a member of your Year Team at [enquiries@uah.org.uk](mailto:enquiries@uah.org.uk) or by telephone – 01406 423042.



## Appendix A:

Principal: Miss S Paige BA (Hons)  
Email : [enquiries@uah.org](mailto:enquiries@uah.org)  
Website: [www.universityacademyholbeach.org](http://www.universityacademyholbeach.org)

University Academy  
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PE12 7PU

Dear Parent/Carer

### **Photograph Permissions**

The Academy arranges for the school photographer to visit school each to take photographs of pupils to be used on our school management system, SIMS for identification and safeguarding purposes. Every pupil has a photo taken in Year 7 and these will then be regularly updated through their time at school.

You will be notified when your child's photograph has been taken and how you will be able to purchase it should you wish to.

The Academy may also, on occasions, wish to take additional photos or film of students taking part in school events ie sporting activities; charity events or educational activities, to use for promoting / publicising the school. Please complete the attached reply slip to give permission for your child to have their photograph taken and/or to be filmed for this purpose. This may also require for your child's name to be used in the press or media.

Should you wish to change photograph permissions for your child at any time, please notify us in writing to that effect to [enquiries@uah.org.uk](mailto:enquiries@uah.org.uk).

Yours sincerely

S Paige  
Principal

All students will have a photograph taken which will be used on our school management system (SIMS) for identification and safeguarding purposes. If you have any concerns about this please contact a member of your Year team.

**I give permission** for my child .....(Pupil's name)

to have the following school photographs taken (tick if permission is given):

- Class / tutor group photographs ☐
- Year group photographs ☐

Signed:..... Date: .....  
(Parent/Guardian)

**I give permission** for (tick all/any that apply):

- my child to be photographed by the school for the press ☐
- my child to be photographed by the school for the press and his/her name to be printed in the press ☐
- my child to be filmed by the school for media use ☐
- my child to be filmed by the school for media use and for their name to be printed with it ☐
- **for ALL of the above** ☐

Signed:..... Date: .....  
(Parent/Guardian)

**I do not wish** for (tick all/any that apply):

- my child to be photographed by the school for the press ☐
- my child to be photographed by the school for the press and his/her name to be printed in the press ☐
- my child to be filmed by the school for media use ☐
- my child to be filmed by the school for media use and for their name to be printed with it ☐
- **for ALL of the above** ☐

If you have ticked this section, please ensure your child is aware that they are not to be photographed for school marketing purposes so they can inform the member of staff.

Signed:..... Date: .....  
(Parent/Guardian)