

Use of Photos, Videos and Display Boards Policy for pupils and persons other than pupils

In the development of this policy consideration has been given to Equality and Diversity and Data Protection.

Equality and Diversity

The Diocese of Ely Multi-Academy Trust (DEMAT) is committed to promoting equality of opportunity for all staff and job applicants. The Trust aims to create a supportive and inclusive working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. We do not discriminate against staff on the basis of age; race; sex; disability; sexual orientation; gender reassignment; marriage and civil partnership; pregnancy and maternity; religion, faith or belief (Equality Act 2010 protected characteristics). The principles of non-discrimination and equality of opportunity also apply to the way in which staff and governors treat visitors, volunteers, contractors and former staff members.

Data Protection

DEMAT will process personal data of staff (which may be held on paper, electronically, or otherwise). DEMAT recognises the need to treat this data in an appropriate and lawful manner, in accordance with the Data Protection Act 2018 (DPA).

This policy is to be used across all of DEMAT	Version	Date
DEMAT Officer responsible for updating content: DPO	4	Jun 2020
Date approved by DEMAT Standards & Ethos Committee	2	
Effective date as determined by DEMAT	2	1 Sept 2018
Policy to be reviewed annually from date last approved by DEMAT Standards & Ethos Committee	4 (no procedural changes)	Annually
Policy review by DEMAT (no statutory revisions as at June 2020)	4	June 2020
Policy to be reviewed by DEMAT (unless statutory revisions require it be done earlier)	4	June 2021

Policy Contents

	Page Number(s)
1. Photographs/videos for official use across the Trust	3
2. Photographs/videos taken by parents/carers	3
3. Photographs/videos taken by school photographers/journalists/TV companies	4
4. Display boards/notice boards/staffroom/walls across the Trust/MIS system/social media	4
5. Consent Forms	5/6

Application of the Policy

This policy is to be used by all employees employed by the Diocese of Ely Multi-Academy Trust (DEMAT).

DEMAT and its schools are committed to safeguarding all pupils in its care, as well as all employees, governors and volunteers.

Under the General Data Protection Regulation (GDPR), it is necessary to have a 'lawful basis' (legal reason) for processing personal data, and photographs, videos and display boards come under the GDPR remit.

Photographs/Videos for official use across the Trust

The Trust will always seek to get consent from parents/carers/employees/governors and volunteers to use photographs or video footage for official use across the Trust. These may be used for, but not limited to:

- Websites, social media platforms, eg Twitter, Facebook, etc and other promotional materials across the Trust
- For use in marketing material (prospectus)
- Display boards
- Newsletters
- Media use (local/national newspaper/TV)
- Importing into the schools' MIS system (Pupil Asset)

Parents/carers will be asked to complete a consent form when their child starts at a school within the Trust. The form will be deemed to cover the pupil's time at the school and will be disposed of using the Trust's Retention Guidance once the pupil leaves the school, unless another form is completed that supersedes it during this time. Parents/carers can change their mind at any time and withdraw consent by asking for another form, completing it and returning to the school office for processing: at this time the previous form will be given back to the parent/carer for disposal, to ensure that only one form is on file, preventing the use of the wrong form being processed. If consent is withdrawn, the school will arrange to delete any photographs or videos held by the Trust.

The Trust will not display photos of pupils with names, unless additional written consent has been sought. Where there are safeguarding issues around (a) pupil(s), photos will not be used without prior approval and written consent from the relevant authorities involved.

Employees/governors/Trustees/volunteers will also be asked to complete a consent form when they start at the Trust.

Photographs/videos taken by parents/carers

When parents/carers take photos or videos at any function run by the Trust, eg school performances, these are classed as being for personal use and therefore will not be subject to the GDPR.

Parents/carers will however be asked not to share or publish images on social media or elsewhere online for potential safeguarding reasons.

Photographs/videos taken by school photographers/journalists/TV companies

The photographer/journalist/TV company will officially own the photos they have taken, but they will only be able to use these photos for the specific purposes that parents and/or pupils consented to on the completed and signed consent form. School photographers provide a signed declaration confirming that this is the case.

If the photographer/journalist/TV company wishes to subsequently use photos for purposes not initially consented to, they will need consent from the parent/carer to allow the specific use of the photo(s). The Trust **cannot** give consent on the behalf of pupils/parents.

Display Boards/notice boards/staffroom/walls across the Trust/MIS system/social media

Any of the above used throughout the Trust will not have any data/information displayed that is not anonymised, unless written consent has been received from parents/carers/employees/governors or volunteers.

The following personal data of pupils, employees, governors, Trustees and volunteers will not be on display around the Trust. This includes but is not limited to:

- names
- telephone numbers
- addresses
- medical conditions

Information that may be required in an emergency will be kept in a secure area where it is only available to persons that need to access it. The DPO for Trust staff and the headteacher for schools will ensure that any emergency information is provided only to the person(s) that need it to carry out their role within the school and will ensure that this is only given out to anyone who has read the Trust's Data Protection Policy and returned the signed declaration.

Consent form for taking and using photos/videos/filming - pupil

Child's name:

School:

Dear Parent/Carer

Throughout the Trust, schools sometimes take photographs or videos of pupils. We use these photos or videos in various forms, for example in the school's prospectus, on the school's website and on display boards around school, and for use as evidence for curriculum purposes.

We would like your consent to take photos or videos of your child and use them in the ways described above. If you're not happy for us to do this, that's no problem – we will accommodate your preferences.

Please tick the relevant box(es) in relation to the questions below and return this form to school.

	Photos	Videos
I am happy for the school to take photos or videos of my child.	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for the school to import photos or videos of my child into the MIS system	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used on the school website/social media	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used in the school prospectus	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used in/on internal displays	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of my child to be used in/on school documentation	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos of my child to be taken by the school photographer	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos of my child to be taken by a journalist that we have invited into school and for the journalist to use the photo on their website or in print	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for filming/still photos of my child to be taken by a TV broadcasting company that we have invited into school and for them to use it as part of their programming schedule	<input type="checkbox"/>	<input type="checkbox"/>
I am NOT happy for the use of any photos or videos of my child	<input type="checkbox"/>	<input type="checkbox"/>

If you change your mind at any time, you can let us know by emailing or writing to the headteacher, or just popping in to the school office and completing another form. If you have any other questions, please get in touch.

You may have already given consent, and you may be wondering why we are asking for your consent again?

To ensure we are meeting the latest GDPR requirements, we need to re-see your consent to take and use photos of your child. We really value using photos of pupils, to be able to showcase what pupils do in school and show to others what life at our school is like, so we would appreciate you taking the time to give consent again.

Parent or carer's signature:

Parent or carer's name:

Pupil's Name:

Date:

Consent form for taking and using photos/videos/filming – for persons other than pupils

Employee/Governor/Trustees or volunteer’s name:

Trust location:

Dear Colleague

Across the Trust we sometimes take photographs or videos of employees/governors/Trustees or volunteers. We use these photos or videos in various forms, for example in any of the Trust’s prospectuses, on the Trust’s websites and on display boards around the Trust.

We would like your consent to take photos or videos of yourself and use them in the ways described above. If you’re not happy for us to do this, that’s no problem – we will accommodate your preferences.

Please tick the relevant box(es) in relation to the questions below and return this form to your line manager or headteacher.

	Photos	Videos
I am happy for the Trust/school to take photos or videos of myself	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for the school to import photos or videos of myself into the MIS system	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used on the Trust/school website/ social media	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used in the Trust/school prospectus	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used on internal displays	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos or videos of myself to be used on Trust/school documentation	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for photos of myself to be taken by a journalist that we have invited into the Trust/school and for the journalist to use the photo on their website or in print	<input type="checkbox"/>	<input type="checkbox"/>
I am happy for filming/still photos of myself to be taken by a TV broadcasting company that we have invited into the Trust/school and for them to use it as part of their programming schedule	<input type="checkbox"/>	<input type="checkbox"/>
I am NOT happy for the Trust/school to take or use photos or videos of myself	<input type="checkbox"/>	<input type="checkbox"/>

If you change your mind at any time, you can let us know by emailing or writing to your line manager/ headteacher, or just by requesting another form. If you have any other questions, please get in touch.

You may have already given consent, and you may be wondering why we are asking for your consent again?

To ensure we are meeting the latest GDPR requirements, we need to re-see your consent to take and use photos of yourself. We really value using photos of anyone working in our Trust, to be able to showcase what we do in and across the Trust and show what life at the Trust is like to others, so we would appreciate you taking the time to give consent again.

Signature:

Name:

Date:

Place of work: