

# Photography, Digital Imagery & Mobile Phone Policy

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Person Responsible for Policy:  
Claire McKinney (Head Teacher)

Date of Adoption by Governing Body:  
Autumn 2025

Date of next review:  
Autumn 2026

## Principles and Practice

Photography of pupils in schools is subject to the General Data Protection Regulation 2018 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of child protection and copyright in performances.

It is the school's understanding that photography (includes photographic prints and transparencies, video, film and digital imaging) generated by a parent/carer in school are for the sole use of the family concerned. They are not for display, distribution or any other purposes outside of that family.

The Governing Body wishes to make every effort to prevent any inappropriate use of photography of pupils of Richard Avenue Primary School (RAPS), whilst acknowledging that families wish to photograph their children at school events throughout their school life.

On entry to RAPS, parents complete a 'Pupil Admission Form' on which they give consent/do not give consent for their child's photograph to be taken: in school and on school visits. They are also asked for permission in respect of the School website.

### **Parental Photography**

Photography in schools traditionally forms an enduring part of each family's record of their child's progress, participation, achievements and a celebration of success as well as being an established practice.

Photographs taken by parents are allowed, but must not be allowed to upset the performance or smooth running of the event or affect the health and safety of the children and others. If photo permission is not held for all children in any given situation where photographs may be allowed, it must be made clear to parents that on such occasions, photographs will not be permitted thereby ensuring that parental photography does not include any child whose parent has refused consent for any reason.

Commercial copyright in a dramatic performance/musical will normally exclude any audio or video recording by the public (i.e. other than the Authority or the school for internal purposes) and in that event parents and their guests must be informed that the infringement of copyright is strictly forbidden.

It is accepted that most parents will use a mobile camera type device to take pictures.

### **Publicity**

Publicity photography is helpful in publicising the success of the school and in promoting educational initiatives. On occasion members of the press and media are invited into school to cover events. Parents will be consented at the time. However, the views of parents who, for any reason, do not wish their children to appear in such photographs will be respected at all times.

## **School Photographer**

Class and individual or group photographs are annual school events. Parents are asked in advance whether or not they wish their children to be included in these events. The school will only ever use reputable commercial photographers. The photographers retain the copyright of all photographs.

## **Photographs by other Authorised Agencies**

The involvement of other agencies may only be authorised by the Head Teacher, Children's Services or by Corporate Communications Manager/Press Office. The other agencies are:

- Children's Services 0191 520 5560
- Commercial photographers commissioned by the council or Head Teacher. Copyright rests with the photographer.
- The press and other media. Copyright rests with the photographer.
- Officers of the council, including Children's Services. The authority controls copyright.

## **Photography by School Staff**

School staff are involved in photography of children for the following purposes:

- Pupil administration
- Curriculum and course work
- Corporate and community

Copyright and use of these photographs is carefully controlled by the authority i.e. retained safely by the school or issued to the people concerned or safeguarded by an officer of the council. Photographs held in school must be stored securely. Photographs held in school will be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken.

Photographs taken for publicity and promotional purposes should be retained for a maximum of two years. Photographs contributing to the history of the school can be retained indefinitely. Photographs by staff on school trips and visits may be used in the curriculum and

displayed within the school or at parents' evenings to illustrate the work of the school.

### **Mobile phones**

Staff must not use their personal mobile phones in school (as such they should be turned off in school and not carried on their person) – except for personal use in the staff room at break times or in case of full school lockdown: see Lockdown Policy statement. This is in view of the risks inherent in such use (possibly but not necessarily covert), which include the existence and/or distribution of photographs contrary to the wishes, welfare and privacy of pupils, young people and staff.

Richard Avenue Primary School owns 10 mobile phones for staff to use. Staff are permitted to take images of pupils on these phones for school use.

### **Seesaw**

Staff are able to upload images and comments during the course of the school day or in the instance of a VOS to the relevant Seesaw account.