



ST PHILIP'S CE PRIMARY ACADEMY

Digital Photography and Videography

Date of policy:	December 2024	Signed: Headteacher: Michelle Hargreaves - Swales Chair of LGB: Clare Leighton
Review date:	December 2026	

Contents:

Safeguarding Statement

Mission Statement

Vision Statement

Statement of Intent

Our Guiding Principles

Introduction

Scope of the Policy

Consent

School Website

School Twitter

Tapestry

Rules for Digital Photography and Videography

Safeguarding Statement

At St Philip's Primary Academy, we respect and value all children and are committed to providing a caring, friendly and safe environment for all our pupils so they can learn, in a relaxed and secure atmosphere. We believe every pupil should be able to participate in all academy activities in an enjoyable and safe environment and be protected from harm. This is the responsibility of every adult employed by, or invited to deliver services at, St Philip's Primary Academy. We recognise our responsibility to safeguard all who access the academy and promote the welfare of all our pupils by protecting them from physical, sexual or emotional abuse, neglect and bullying.

Vision Statement

Fostering curiosity and a love of learning is at the heart of our teaching. Broadening horizons enables all children to flourish and be fulfilled. Successes are celebrated and failure learned from, allowing us to shine through challenges. Together, we develop qualities of character necessary to be positive future citizens.

Statement of Intent

This policy details the rules governing Digital Photography and Videography at the school and school initiated events, the distribution of these photographs and videos, and their publication on the internet and social media sites.

Our Guiding Principles

At St Philip's CE Primary Academy we pride ourselves on developing a positive ethos built on the foundations of the Christian faith, whilst taking into consideration that most of our pupils, staff and community follow the faith of Islam. We endeavour to ensure we are always ***'Working together with hope in our hearts'***

This ethos is based on the following principles that, as stakeholders, we all aim to uphold:

Value 1: NURTURING

We demonstrate kindness and caring towards each other so that we can find happiness and fulfilment. We promote and support children's wellbeing to support their growth and development.

Value 2: OPTIMISTIC

We believe that having a positive attitude towards situations enables us to be forward thinking and supports us in our goal of providing a good and better education for all of our pupils.

Value 3: ASPIRATIONAL

We have high aspirations for the futures of the children in our Academy. Through a high-quality curriculum and planning of lessons that are specifically tailored for our pupils, they will have the opportunity to achieve and surpass their potential.

Value 4: HOPEFUL

The value of hope is interwoven into our teaching and is and is an expression of our faith. Hope supports our spirituality, and through that, virtues such as forgiveness, empathy and

compassion come to the fore.

Value 5: SINCERE

We are united as a whole to ensure integrity, honesty and trust are maintained. This quality within our academy means that we follow our values to ensure that we always do our best for pupils, staff and community.

Value 6: ASSURED

Our goal is to see our pupils confident, armed with independence and conviction, echoing 'Let your light shine' - Matthew 5:16

Value 7: RESPECTFUL

All members of our academy, including pupils, staff, governors, visitors and the wider community, should be treated with respect. We hold politeness in high regard and we are accepting of each individual's uniqueness.

Value 8: KNOWLEDGEABLE

By fostering resilience, collaboration and risk-taking, we craft an environment where pupils are ready to be lifelong learners.

Introduction

The rules regarding use of Digital Photography and Videography at St Philip's CE Primary Academy have been founded on four guiding principles:

- **Safeguarding** The overriding priority is to ensure that Digital Photography and Videography does not lead, either directly or indirectly to anything that may potentially endanger the safety and cause harm to the children at school.
- **Privacy** We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at the school.
- **Projecting the right image** Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.
- **Sharing children's achievement** It is natural for every parent to want to share their children's activities and achievements at school with their friends and family. St Philip's is keen to allow this as much as possible, while keeping this in balance with the first three principles.

Scope of Policy

This policy applies to staff, governors, visitors, parents and pupils both inside school and school initiated events, not limited to school premises.

The 2011 Education Act grants powers with regards to searching for and use of electronic devices and deletion of data including Digital Photography and Videography.

Consent

When a child joins the school, their parent or guardian is asked for consent for the child to appear in photos on the school website. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent.

Parents may withdraw consent at any time, or grant consent if they had previously declined.

School Website

St Philip's endeavours to publish on the school's website a selection of Photographs and Videos of school events and general school life. Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature a child whose parents or guardian has not given consent.
2. It must not offer any means of identifying a child by name
3. It must not in any way embarrass the school or the children and staff involved.
4. It should usually not include any child who left the school more than two years ago in respect of GDPR

School Twitter

St Philip's endeavours to publish on the school's Twitter account a selection of Photographs and Videos of school events and general school life. Any material published to the Twitter account must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature a child whose parents or guardian has not given consent.
2. It must not offer any means of identifying a child by name
3. It must not in any way embarrass the school or the children and staff involved.

Tapestry

St Philip's uses Tapestry as a platform for keeping a learning journal documenting the achievements of the children. These documentation often includes the use of Photographs and Videos. Sometimes these media can capture multiple children learning in the same image. Parents understand and sign a User Agreement Policy granting access to others whose child is in the same image and its acceptable use.

Rules for Digital Photography and Videography

Staff	<ul style="list-style-type: none">• Staff may take Digital Photographs and Videos anywhere within school (excluding designated areas for privacy denoted by sign– see appendices) for the purposes indicated on the parental consent form.• These may be published on the school Website or Twitter account if they conform to the safeguarding rules described above.• These may be published on the school Video delivery platform with permission from SLT if they conform to the rule described above.• Subject to approval of the Headteacher/SLT; Photographs and videos may be stored on secure and encrypted internet services for archival or transfer purposes.• They may be stored on encrypted staff laptops. They should be deleted once they are no longer needed in compliance with GDPR.• They may be shared with other members of staff by email to support teaching work. They may not be shared with friends and family.• Photographs and Videos may only be taken on personal devices including mobile phones with expressed permission from SLT.• Members of staff who are also parents or carers at the school are permitted to take photographs under the terms provided to parents/carers.
Parent/Carers	<ul style="list-style-type: none">• Parents and Carers are permitted to take Photographs and record Videos at designated school events, as long as they agree to the conditions described in this policy.• These events include – musical events, sports days, nativity plays, class assemblies, school fairs.• At these events, Photographs and Videos may only be taken at the location of the event. For most of these, this is the school hall.• It is not permitted for Parents/Carers to use a camera or electronic device that captures imagery on the school premises at any time outside these designated events unless explicitly authorised by the Headteacher.

Governors	<ul style="list-style-type: none"> • Governors are permitted to take Photographs and record Videos at designated school events, as long as they agree to the conditions described in this policy. • These events include – musical events, sports days, nativity plays, class assemblies, school fairs. • At these events, Photographs and Videos may only be taken at the location of the event. For most of these, this is the school hall.
External Photographers and Videographers	<ul style="list-style-type: none"> • Terms and conditions for external photographers and videographers, such as local newspapers, must be agreed in advance with the Headteacher. These are considered on a case-by-case basis and must conform to the safeguarding rules described above.

Please read in conjunction with:

- Child Protection & Safeguarding Policy
- Staff Acceptable Use Policy
- Technician Acceptable Use Policy
- Guest/Visitor Acceptable Use Policy
- Pupil Acceptable Use Policy
- Digital Photography and Videography Policy
- BDAT Acceptable Use Policy
- BDAT Social Media Policy

Appendix

Restricted area



Designated area

