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# Photography and Filming Policy



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## Introduction

The purpose of this policy is to set out the Exeter Royal Academy for Deaf Education (the “Academy”) position in relation to use of photography and video in the Academy by both staff and parents. This policy is applicable to all forms of visual media, including film, print, video, DVD and websites.

At the Academy we use imagery and videos for a variety of purposes, including printed publications that we produce, display boards, school website and social media accounts, publicity materials to promote the school and video recordings for certain qualifications, such as British Sign Language (BSL). The Academy understands that parents/guardians may also wish to take videos or photos of their children participating in school events for personal use.

Whilst the Academy recognises the benefits of photography and videos to our school community and the requirement to record certain activities (ie in respect of certain qualifications), we understand that it is important to ensure the protection of the children in our care. At the Academy every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental consent.

## Consent

Parents/Guardians, or social workers in the case of “Looked after Children”, will be asked to complete a consent form on an annual basis.

Parents/Guardians or Social Workers retain the right to withdraw consent at any stage, but they need to do so in writing. When a parent/guardian or social worker 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.

A record of all consent details will be kept securely on file and electronic student records updated accordingly.

## Roles and Responsibilities

The Principal is responsible for:

- Ensuring that consent forms are sent to parents/guardians, or social workers in the case of Looked after Children, at the beginning of the academic year with regards to photographs and videos being taken whilst at school
- Ensuring that all photos and videos are stored and disposed of correctly, in line with the General Data Protection Regulation 2018 and the Academy's Data Protection Policy
- Deciding whether parents are permitted to take photographs and videos during Academy events
- Informing all relevant staff of any known changes to a student's security, e.g. child protection concerns, which would mean that participating in photography and video recordings would put them at significant risk
- Liaising with the Data Protection Officer to ensure there are no data protection breaches

The Data Protection Officer is responsible for:

- Informing and advising the Academy and its employees about their obligations to comply with the GDPR in relation to photographs and videos at the Academy
- Monitoring the Academy's compliance with the GDPR in regards to processing photographs and videos

Parents/Guardians are responsible for:

- Completing the Consent Form on an annual basis
- Informing the Academy in writing where there are any changes to their consent
- Acting in accordance with this policy

## **Academy Use of Images**

There are different ways in which images will be used:

- Displayed in and around the Academy
- Shared with others in the Academy community
  - This includes Academy publications such as newsletters, in order to share information or celebrations with parents/guardians of students in the Academy
- Made available to a wider audience
  - Relevant images and video may be shared on social media and our Academy website (only where the students pictured have the correct media permissions)
  - Staff and photographers and/or film-makers acting on behalf of the Academy may take pictures for use in promotional materials such as prospectuses, displays, or on a website/social media channel

- External media may take pictures/moving images of activities that show the Academy and its students in a positive light e.g. - educational visits such as Devon County Show, fundraising, and celebratory items such as drama & musical performances and sport
- Partner organisations working collaboratively with the Academy on projects may take and use pictures/moving images of students in their publications, website etc
- The manner in which the press use images is controlled through relevant industry codes of practice as well as the law. However, given our responsibility to parents/guardians and students, we ensure that broadcasters and press photographers, on Academy premises or elsewhere, are aware of the sensitivity involved in detailed captioning, one to one interviews, and close photography. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the Academy is to be considered to have acted in good faith
- Professional photographers who are engaged to record any events will work according to the terms of the Academy's Safeguarding Policy and will not have unsupervised access to students
- If students and/or parents/guardians have any concerns about inappropriate or intrusive photography, they should raise them with a member of staff or the Co-Principal Safeguarding & Care. These will be dealt with in the same manner as any other child protection concern.
- For the purpose of attaining qualifications
  - Recordings of performances or live presentations will be made, if required by the relevant Examination Board. These will be securely despatched or uploaded onto the Examination Board's website portal.
- For the purpose of internal identification

### **Parents/Guardians Use of Images**

When parents attend events and performances within Academy, they may take photographs of their children for their own use. Photography/videoring will not be permitted in areas where children are changing into costumes/PE kits etc. Parents will be required to:

- Only take appropriate images
- Be sensitive to other people and to try not to interrupt or disrupt concerts, performances and events
- Refrain from taking further photographs and/or videos if and when requested to do so by staff

- 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 (such as Facebook) or openly shared in other way

## **Storage**

The Academy takes appropriate technical and organisational security measures to ensure that images of students held by the Academy are kept securely, and protected from loss or misuse, and in particular will take reasonable steps to ensure that members of staff only have access to images of students held by the Academy where it is necessary for them to do so.