

Photograph / Video Protocol

Purpose

This protocol sets out the procedures and guidance when taking and publishing school photographs and videos of school activities with reference to the obligation that Ousedale School is under regarding the law and student photographs/videos.

The School is obliged to comply with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 when it takes or publishes photographs/videos of its pupils.

The Data Protection Act gives children rights over their own data when they are considered to have adequate capacity to understand. Most children will reach this level of understanding at around age 12. For this reason, for most pupils in a secondary school, it will normally be up to the individual child to decide whether or not to be photographed/videoed. Where the child is under 12, or the school considers that the child does not have the capacity to make such a decision, the school will act as it considers to be in the best interests of the child and in doing so will take account of any stated parental preference.

Parents/carers who have any queries should contact the Data Protection Officer.

Principles

The photographs/videos will generally be used for*:

- Promoting the school
- Developing the environment
- Celebrating success
- Sharing information
- School Improvement e.g. recruitment

The school will act ensuring the best interests of students, parents/carers and staff.

*This list is not exhaustive

Photograph Procedure

Photographs will be used for internal school use and external communication.

- These will be first name only/unnamed photographs and will be used for publication on the school's website and social media platforms such as the school's Facebook and Twitter pages as well as the prospectus, or to show as slides at an event for parents. First name only/Unnamed photographs may also be used on display boards which can be seen by visitors to the school.
- When the photograph is taken, the pupils will be informed that a photograph is being taken and told what it is for so that they can object if they wish.
- If the school wants to use fully named photographs then it will ask the student and give them the option to opt out first. For most pupils this will be the decision of the student as explained above.

Video Procedure

Videos will be used for internal school use and external communication.

- These will be first name only/unnamed videos to be used for publication on the school's website and social media platforms such as the school's Facebook, Twitter and Youtube pages, or to show as slides at an event for parents
- When the video is taken, the pupils will be informed that a video is being taken and told what it is for so that they can object if they wish.
- If the school wants to use fully named videos then it will ask the student and give them the option to opt out first. For most pupils this will be the decision of the student as explained above.

Media Use

- The school will give proper consideration to the interests of its pupils when deciding whether to allow external organisations to take photographs or to film.
- When the Media are allowed to be present in school or at school events, this will be on the condition that they observe this protocol.
- Where the media are allowed to be present at a particular event the school will make sure that pupils and their parents or carers are informed of the media presence. If no objection is received, then the school will assume that unnamed photographs / videos may be published.
- If the Media entity wants to publish named photographs / videos then they must give those pupils with capacity to understand or the parents of those without capacity, an opportunity to opt-out. The school will require the media entity to check with the school before publication so that the school can check that any objections have been taken into account.

Family Photographs/Videos at School Events

- It shall be at the discretion of the school whether photographs/videos may be taken at a school event.
- Family and friends taking photographs/videos for the family album will not be covered by Data Protection legislation.
- Where the school decides to allow such photography/filming, the family and friends should not publish any photographs/videos showing children other than their own on the internet.

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Chris Whiting

Data Protection Officer

This Protocol will be shared with all parents/carers and will be published on the school website: www.ousedale.org.uk/policies.