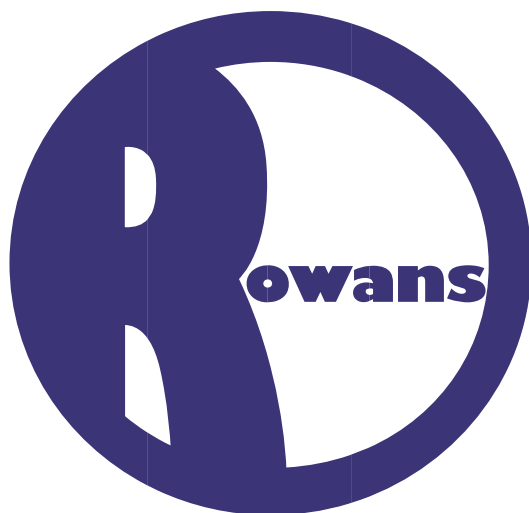




Photography and Filming Policy

Policy Written/Reviewed by	Gwen Webb
Date of Review	September 2026
Date of Next Review	September 2027

The Rowans AP feels very strongly that it is important to celebrate the successes and achievements of our pupils. The pupils who attend the Rowans have on the whole had a damaging and negative experience of education. They are often disaffected and disengaged. Through sharing pupil's positive experiences on our school social media platforms, this supports changing the mindset of the young people, raising feelings of self-worth and a pride in both themselves and their school.

The Purpose of this policy is to:

- Protect young people at The Rowans whose photographs may be taken
- Set out the overarching principles that guide our approach to photographs / videos being taken of pupils
- To ensure that we operate in line with our values and within the law when creating, using and sharing images of pupils

This policy statement applies to all staff and volunteers at The Rowans.

Legislation:

The Data Protection Act 2018 affects the official use of photography by all educational settings. This is because an image of a child is considered to be personal data and it is a requirement that written consent is obtained.

At the Rowans we believe that:

- Young people should never experience abuse of any kind
- We have a responsibility to promote the welfare of all young people and to take, share and use images of children safely.

We recognise that:

- Sharing photographs and films helps us to celebrate the successes and achievements of our young people, and share this with the wider community. We also recognise that this raises awareness of our organisation and the work that we do
- The welfare of the young people is paramount
- Young people, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender, race, religion, or sexual orientation
- Young people and their parents / carers may not be comfortable with images being shared for a number of reasons
- Consent to take images of children is only meaningful when young people, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images
- There are potential risks associated with sharing images of young people online

We will seek to keep young people safe by:

- Always asking for written consent from a young person (if they are of an age for this to be meaningful), their parent or carer, and the local authority representative (if a child is in care)
- Always explain what images will be used for, how they will be stored and the potential risks that are associated with sharing images
- Making it clear that if a young person or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published but we will endeavour to do so
- Avoiding naming young people where possible and only ever using first names of young people
- Making sure that young people, their parents and carers understand how images will be securely stored and for how long
- Removing any images or personal pupil information from the website or Rowans' social media accounts at the request of a pupil and or their parent/ carer/ LA
- Reducing the risk of images being copied and used inappropriately by:
 - only using images of young people in appropriate clothing.
 - Avoiding full face and body shots of young people taking part in activities such a swimming where there is a heightened risk of images being misused
 - Using images that positively reflect young people

All staff are aware of the potential for images to be misused. We recognise that it is important that the abuse or misuse of images of young people is reported and we will ensure everyone knows the procedures to follow to keep young people safe.

Photography and / or filming by pupils, parents or carers:

When young people themselves, parents or carers are taking photographs or filming at any events we will publish guidance about image sharing and / or announce details of our photography policy before the event starts. This includes:

- Asking that photos taken during the event are not shared on social media or asking people to gain permission from young people, their parents or carers before sharing photographs or videos that include them
- Recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share
- Reminding young people, parents and carers who they can talk to if they have concerns about images being shared.

Photography and / or filming for wider use:

If external people, such as journalists wish to visit and take photographs to share in the wider world, we will seek consent from the young person and their parents or carers (and local authority representative for a child in care).

If consent to take photographs is not given:

If young people, parents and / or carers do not consent to photographs being taken, we will respect their wishes and photographs / video will not be taken.

Storing images:

We will store photographs and videos of young people securely, in accordance with data protection law.

We will endeavour not to store images of young people on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

Staff should not use personal equipment to take photos or recordings of young people. On occasions when this may occur, images should be deleted as quickly as possible and should only ever be used for school social media accounts.

Where identity cards are required (such as for College carousel) it is important that this complies with the legal requirements for handling personal information.

This policy should be read alongside our child protection policy, social media policy, mobile and smart technology policy and online safety policy.

Procedures:

At pre-admission meeting permission for use of pupil images on social media is requested



Use of images and storage of images are explained



Possible risks are explained to ensure conformed consent



Young people, parents and / or carers,
And local authority representative (for Children in Care) agree and sign permissions



If consent is not given then this is recorded and shared with staff to ensure that the young person is safeguarded