



Royal Wootton Bassett Academy

Guidance on use of Photographic Images

Written by: SDV
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Photography in School – guidance and information for parents

This guidance applies to the collection and use of images of any person who can be identified, whether they are a pupil, teacher, other employee, governor, visitor or parent.

For the purposes of this guidance, an image is a still or moving picture of a person who can be identified.

When a school captures a person's image, whether it is by camera, CCTV, video, web camera or mobile phone, and that person can be identified, then the image is likely to be considered personal data. This means that the image must be processed in line with the data protection principles. 'Processing' means anything that is done to the image for example recording it, using it or sharing it.

At RWBA do allow parents to take video and photographs at school events. However, we do ask parents to respect privacy and so photography at events is only allowed on the understanding that photographs that contain images of children other than their own will not be posted on the internet.

Below details how we use digital images:

When using digital images, staff will inform and educate Students about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.

Staff are allowed to take digital / video images to support educational aims, but must follow school policies concerning the sharing, distribution and publication of those images. Those images should only be taken on school equipment; the personal equipment of staff should only be used in exceptional circumstances such as on residential and this use must be agreed, in advance, with the Headteacher.

Students must not take, use, share, publish or distribute images of others, taken in school, without their permission.

Photographs published on the website, the school Twitter feed or elsewhere that include Students will be selected carefully and will comply with good practice guidance on the use of such images.

Students' full names will not be used anywhere on the school website or Twitter feed

When Students join RWBA, parents are asked to confirm whilst completing the Applica electronic starter form to tick the relevant box(es) below

- I am happy for the school to take photographs of my child.
- On the school and Trust website and newsletters
- On social media sites such as Facebook and Twitter
- In prospectuses or brochures
- In school/Trust displays or exhibitions
- In leaflets or flyers about the school or Trust
- In banners or signs
- In display advertising and articles in newspapers

If you change your mind at any time, you can let us know by emailing admin@rwba.org.uk.