



## Policy for the safe use of photographs & video

### Introduction

Schools need and welcome publicity, and photographs of our students add colour, life, and interest to social media sites and articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase motivation and staff morale, and help students, their families, our ETOs and other members of the school community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. We need to respect students' and parents' rights of privacy and be aware of potential child protection issues. At English Study Camps, every reasonable effort is made to minimise risk by following the guidelines detailed in this document and by securing the students' consent (and parental consent) for the use of photographs and film.

**This policy applies to the use of photographs in school publicity materials, on its website, on the school's pages on social media sites, and in the press.**

**The implementation of this policy is the responsibility of all staff.**

### Child Protection

- There may be a risk when individual students can be identified in photographs. For that reason, English Study Camps has developed this policy to make every effort to minimise risk.
- In the event of the inappropriate use of photographs of any under-18s, the Centre Manager, DSL, or Director of Young Learners will inform the relevant authorities.

### Data Protection Act 2018

- Photographs and video images of students and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for school publicity purposes requires the consent of the individual concerned and, in the case of under-18s, their legal guardians,
- English Study Camps / Wimbledon School of English will not display images of pupils or staff on websites, social media, in publications, or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.
- Where photographs are taken at an event attended by large crowds, this is regarded as a public area, so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

### Appropriate use of images in school publicity materials

English Study Camps will:

- Ensure that images are stored securely and used only by those authorised to do so,
- Ensure that electronic images are stored on a secure network to which members of the public have no access,
- Secure parental consent for the use of photographs of under 18s,
- Secure the consent of staff,
- Not use photographs of children or staff without their consent, even if they have left the school.

# ENGLISH STUDY CAMPS

by Wimbledon School of English



## The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that:

*Students must not be approached or photographed while at school without the permission of the school authorities.*

## Policy on taking photographs of children

This policy refers to the use of any film or digital camera including mobile phones:

- Only employees of English Study Camps who are authorised by the Centre Manager or the Director of Young Learners are allowed to take pictures of students. Students must never be photographed alone, but always in pairs or groups.
- No clues as to the identity of the student must be visible in the image.
- Members of staff and/or Group Leaders of the same gender as the students should be present.
- Students are to be asked their permission before taking any picture.
- Only pictures of students in appropriate dress are acceptable – for example, taking pictures of students at poolside is not allowed.
- Any person taking photographs must have their identity card clearly visible to the subjects and should let the person being photographed know whether or not the image will be retained for further use.
- Images must be securely stored and only used by those authorised to do so.
- Photos and videos may only be taken on ESC equipment – whether mobile phone(s), camera(s) or video camera. Staff are not permitted to use their own phones/cameras for recording students.
- Authorised photographs and videos of students should never be posted online except where staff have been given permission to do so for the purposes of marketing and official authorisation has been received from the relevant parent/guardian.
- Staff must **never** post pictures of students on personal websites or social media accounts.
- Images must not be transmitted electronically, or printed copies distributed, unless authorised by Centre Manager or Wimbledon School of English Senior Management.
- Anyone suspected of capturing unauthorised or inappropriate images should be reported to the Centre Manager or Wimbledon School of English Senior Management.