

Ormiston Academies Trust

Cliff Park Ormiston Academy Photography and Video Policy

Policy version control

Policy type	Mandatory
Author	Kerry Barry, Marketing and Communications Manager
In consultation with	Alex Coughlan, Data Protection Officer, and Complaints Manager
Approved by	National Leadership Group
Release date	November 2025
Review	Policies will be reviewed in line with OAT's internal policy schedule and/or updated when new legislation comes into force
Description of changes	<p>We have made some small clarity improvements to the consent form, including clearer wording, a tidier permissions table, and made visual guidance available (if required) to help parents, carers and children better understand each section. These updates do not change any policy or how information is used, and no action is required by schools.</p> <p>Throughout the document and consent form the term “sponsor” has now been removed. The note now reads: “In this document, Ormiston refers collectively to Ormiston Trust (OT), Ormiston Academies Trust (OAT), Ormiston Teacher Training (OTT), and the Ormiston network of schools.”</p>

Contents

1. Legal framework	3
2. Roles and responsibilities.....	4
3. Consent	5
4. General procedures	6
5. Additional safeguarding procedures	7
6. Academy-owned devices.....	8
7. Use of a professional photographer.....	8
8. Permissible photography and videos during academy events	9
9. Storage and retention	9
10. Monitoring and review	10

Please note: In this document, **Ormiston** refers collectively to Ormiston Trust (OT), Ormiston Academies Trust (OAT), Ormiston Teacher Training (OTT), and the Ormiston network of schools.

1. Legal framework

1.1. This policy has due regard to legislation, including, but not limited to, the following:

- The United Kingdom General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- The School Standards and Framework Act 1998
- The Children Act 1989
- The Children Act 2004
- The Equality Act 2010

1.2. This policy also has due regard to the academy policies, including, but not limited to, the following:

- Child Protection and Safeguarding policy
- Special Educational Needs and Disabilities (SEND) policy
- Behaviour
- Data Protection and Freedom of Information policy

For the purpose of this policy:

1.3. “Personal use” of photography and videos is defined as the use of cameras (or similar device) to take photographs and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photograph of their child and their friends at an academy event. These photographs and videos are only for personal use by the individual taking the photograph and are not intended to be passed on to unknown sources.

1.4. “Official academy use” is defined as photography and videos which are used for academy purposes, e.g. for building passes or for upload to the academy website. These photographs are likely to be stored electronically alongside other personal data. The principles of the UK GDPR apply to photographs and videos taken for official *Ormiston** use.

1.5. “Media/social use” is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for a local newspaper/media outlet. In line with relevant data protection laws, the principles of the UK GDPR apply to photographs and videos taken for media/social use.

1.6. Staff may also take photos and videos of pupils for “educational purposes”. These are not intended for ‘official academy use’, but may be used for a variety of reasons, such as displays, special events, assessment, workbooks or other activities directly linked with the education of pupils. In line with relevant data protection laws, the principles of the UK GDPR apply to photographs and videos taken for educational purposes.

2. Roles and responsibilities

2.1. The *Principal* is responsible for:

- Submitting consent forms to parents/carers when a child starts the academy (at Reception, Year 7 or another year group) with regards to photographs and videos being taken and used whilst at the academy, while on education visits/trips etc.
- Ensuring consent is stored on a register of responses and maintained so it is accurate at all times.
- Ensuring that all photographs and videos are stored securely and disposed of correctly, in line with relevant data protection laws.
- Deciding whether parents/carers are permitted to take photographs and videos during academy events.
- Communicating this policy to all the relevant staff members and the wider school community, such as parents/carers.

2.2. *Secondary academy class teachers or form tutors* are responsible for:

- Distributing and collecting consent forms for all pupils in Year 8 and above.
- Explaining to pupils what they are providing consent for.
- Periodically checking with pupils that there are no changes in their consent preferences.

2.3. *Academy Information Owners* are responsible for:

- Issuing new consent forms, collating returns, and updating SIMS appropriately

2.4. The *Designated Safeguarding Lead (DSL)* is responsible for:

- Liaising with social workers to gain consent for photography and videos of Looked After Children (LAC) pupils.
- Liaising with the academy Data Protection Lead (DPL), to ensure there are no data protection breaches.
- Informing the principal of any known changes to a pupils' security and safeguarding, e.g. child protection concerns, which would mean that participating in photography and video recordings would put them at significant risk.

2.5. *Parents/carers* are responsible for:

- Completing the *Consent Form* when their child joins/starts at the academy (for example, in Reception or Year 7).
- Informing the academy in writing where there are any changes to their consent.
- Informing the academy if they would like to withdraw consent.
- Acting in accordance with this policy.

2.6. In accordance with the academy's requirements to have a DPL, *the DPL* is responsible for:

- Informing and advising the academy and its employees about their obligations to comply with UK GDPR in relation to photographs and videos at the academy.
- Monitoring the academy's compliance with UK GDPR with regards to processing photographs and videos.
- Maintaining the record of consent
- Advising on data protection impact assessments in relation to photographs and videos at the academy.
- Liaising with the *Ormiston (OAT) Data Protection Officer (DPO)*.
- Conducting internal audits, with regards to the academy's procedures for obtaining, processing and using photographs and videos.
- Providing the required training to staff members, in relation to how the UK GDPR impacts photographs and videos at academy.

3. Consent

- 3.1. The academy understands that consent must be a positive indication. It cannot be inferred from silence, inactivity or pre-ticked boxes.
- 3.2. Consent will only be accepted where it is freely given, specific, informed and an unambiguous indication of the individual's wishes.
- 3.3. Where consent is given, a record will be kept documenting how and when consent was given and last updated.
- 3.4. The academy ensures that consent mechanisms meet the standards of UK GDPR. Where the standard of consent cannot be met, an alternative legal basis for processing the data will be found, or the processing will cease.
- 3.5. All parents/carers will be asked to complete a *Consent Form* for their child/children from when they join the academy (e.g., Reception or Year 7) and this will determine whether or not they allow their child to participate/be shown in photographs and videos. Pupils in our secondary academies from Year 8 onwards will be asked to provide consent directly unless there is reason to believe they do not have the capacity to make the decision for themselves.
- 3.6. The *Consent Form* will be valid for the current academic year and refreshed each academic year. Additional consent forms will be issued where we would like to retain photographs for alumni purposes or for use in year books, for example.
- 3.7. If there is a disagreement over consent, or if a parent/carer/child from Year 8 onwards does not respond to a consent request, it will be treated as if consent has not been given, and photographs and videos will not be taken or published of the pupils where consent has not been given
- 3.8. All parents/carers, including children from Year 8 onwards are entitled to withdraw or change their consent at any time.
- 3.9. Anyone wishing to withdraw consent will be required to confirm this in writing (directed to the Principal via the school office).

- 3.10. For any LAC pupils, or pupils who are adopted, the *DSL* will liaise with the pupils' social worker, carers or adoptive parents to establish where consent should be sought. Consideration will be given as to whether identification of a LAC pupils or pupils who are adopted, would risk their security in any way.
- 3.11. Consideration will also be given to any pupil for whom child protection concerns have been raised. Should the *DSL* believe that taking and using photographs and videos of any pupils would put their security at further risk, greater care will be taken towards protecting their identity. A list of all the names of pupils for whom consent was not given will be created by the DPL and will be circulated to staff members where appropriate. This list will be kept secure on an appropriate secure academy management storage system.
- 3.12. If anyone withdraws or changes their consent, or the *DSL* reports any changes to a pupils' security risk, or there are any other changes to consent, the list will also be updated and re-circulated.

4. General procedures

- 4.1. Photographs and videos of pupils will be carefully planned before any activity.
- 4.2. The *DPL* will be made aware of the planning of any events where photographs and videos will be taken at the academy.
- 4.3. Where photographs and videos will involve LAC, adopted pupils, or pupils for whom there are security and safeguarding concerns, the *principal* will liaise with the *DSL* to determine the steps involved.
- 4.4. When organising photography and videos of pupils, *the principal*, as well as any other staff members involved, will consider the following:
 - Can general shots of classrooms or group activities, rather than individual shots of pupils, be used to fulfil the same purpose?
 - Could the camera angle be altered in any way to avoid pupils being identified?
 - Will pupils be suitably dressed to be photographed and videoed?
 - Will pupils of different ethnic backgrounds and abilities be included within the photographs or videos, to support diversity?
 - Is it appropriate to edit the photographs or videos in any way? For example, would it be appropriate to remove any branding (e.g. academy logo on the uniform) which may identify pupils?
 - Are the photographs and videos of the pupils completely necessary, or could alternative methods be used for the same purpose? For example, could an article be illustrated by pupils' work rather than photographs or videos?
- 4.5. The list of all pupils of whom photographs and videos must not be taken will be checked prior to the activity. Only pupils for whom consent has been given will be able to participate.

- 4.6. The staff members involved, alongside the *Principal* and *DPL*, will liaise with the *DSL* if any *LAC*, adopted pupils, or pupils for whom there are safeguarding concerns are involved (see section 5 of this policy).
- 4.7. Only approved academy/*Ormiston* photographers and videographers will be given permission to take photographs and/or film, as per this policy and consent.
- 4.8. Academy/OAT owned or agreed professional photographer's equipment will be used to take photographs and videos of pupils. Exceptions to this are outlined in section 7 of this policy.
- 4.9. Staff will ensure that all pupils are suitably dressed before taking any photographs or videos.
- 4.10. Where possible, staff will avoid identifying pupils, the full name of a pupil will not be displayed alongside a photograph or video, unless permission is sought and given. However, if names are required, only first names will be used, if appropriate to do so.
- 4.11. The academy will not use photographs or footage of any pupil who is subject to a court order.
- 4.12. The academy may continue to use photographs and videos for the duration of pupils' time/education at the academy (e.g. from Reception to Year 6, or Years 7 to 11) and for a period of two years after they have left the academy, ensuring consent has been given.
- 4.13. Photographs and videos that may cause any distress, upset or embarrassment will not be used.
- 4.14. Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the *DPL*.

5. Additional safeguarding procedures

- 5.1. The academy understands that certain circumstances may put a pupils security at greater risk and may mean extra precautions are required to protect their identity.
- 5.2. The *DSL* will, in known cases of a pupil who is a *LAC* or who has been adopted, liaise with the pupil's social worker, carers or adoptive parents to assess the needs and risks associated with the pupil.
- 5.3. Any measures required will be determined between the *DSL*, social worker, carers, *DPL* and adoptive parents with a view to minimise any impact on the pupil's day-to-day life. The measures implemented will be one of the following:
 - Photographs and videos can be taken as per usual academy procedures.
 - Photographs and videos can be taken within academy or outside for educational purposes and official school use, e.g. on registers, but cannot be published online or in external media.
 - No photographs or videos can be taken at any time, for any purposes.
- 5.4. Any measures will be communicated to all staff members via a staff meeting and the list outlining which pupils are not to be involved in any videos or photographs, held in the *school office* (in safe and secure internal systems, such as school management information system) will be updated accordingly.

6. Academy-owned devices

- 6.1. Staff are encouraged to take photographs and videos of pupils using academy equipment; however, they may use other equipment, such as academy-owned mobile devices, where the DPO (*and academy DPL*) has been consulted and consent has been sought from the principal prior to the activity.
- 6.2. Where academy-owned devices are used, photographs and videos will be provided to the academy at the earliest opportunity and removed from any other devices.
- 6.3. Staff should not use their personal mobile phones, or any other personal device, to take photographs or videos of pupils. Their own personal devices should only be used in exceptional circumstances and special permission will need to be granted by the principal or DSL. After which, photographs and videos should be removed immediately and/or stored securely on the academy network (in photography files) for further use.
- 6.4. Photographs and videos taken by staff members on academy trips/visits may be used for educational purposes, e.g. on displays or to illustrate the work of the school, social media, website and for press releases that may be used across local, regional or national media, where consent has been obtained.
- 6.5. Digital photographs and videos will be held on an appropriate secure academy data management system and are accessible to staff only, as well as photographs and videos shared with OAT, and are all stored on secure servers. Photographs and videos are stored in labelled files, annotated with the date, and are only identifiable by year group/class number - no names are associated with photographs and videos. Files will be secured appropriately, and only relevant staff members have access to view and edit photographs.

7. Use of a professional photographer

- 7.1. If the academy or the Ormiston decides to use a professional photographer for official photographs, videos and events, the *principal or photography/project lead* will:
 - Provide a clear brief and schedule for the photographer/videographer about what is considered appropriate, in terms of both content and behaviour.
 - Issue the photographer with identification, which must be worn at all times.
 - Let pupils and parents/carers know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of videos or photographs.
 - Not allow unsupervised access to pupils or one-to-one photo sessions at events etc. unless the photographer has the correct enhanced DBS and checks in place for Ormiston/academy use.
 - Communicate to the photographer/videographer that the material may only be used for the academy's, or the *Ormistons* own purposes and that permission has not been given to use the photographs for any other purpose.
 - Communicate to the photographer/videographer that the academy/*Ormiston* will own the copyright for all materials taken.
 - Ensure that the photographer or videographer securely shares all photographs and videos via a secure transfer platform after the shoot. The central marketing and communications team will

download the files and upload them to the OAT photo library on OATnet for future use. Once this process is complete, the photographer will delete the files from the transfer platform.

- Ensure that the photographer will comply with the requirements set out in UK GDPR.
- Ensure that if another individual, such as a parent/carer or governor, is nominated to be the photographer, they are clear that the photographs or videos are not used for anything other than the purpose indicated by the academy, and the photographs and videos are then used/filed and disposed of in line with this policy.

8. Permissible photography and videos during academy events

8.1. If the principal permits parents/carers to take photographs or videos during an academy event, parents/carers will:

- Remain seated while taking photographs or videos during concerts, performances and other events.
- Minimise the use of flash photography during performances.
- In the case of all academy events, make the focus of any photographs or videos their own children.
- Avoid disturbing others in the audience or distracting pupils when taking photographs or recording video.
- Ensure that any photographs and recordings taken at academy events are exclusively for personal use. Parents/carers are discouraged from uploading photographs and videos to the internet, posting photographs and videos on social networking sites or openly sharing them in other ways. It must be made clear that no pupils should be named, so they can be identified unless permission is sought via the parent/carer.
- Refrain from taking further photographs and/or videos if and when requested to do so by academy staff.

9. Storage and retention

9.1. Photographs obtained by the academy/Ormiston will not be kept for longer than necessary. Photographs and videos will be kept for a period of two years after they have left school, unless the pupil's circumstances change in any way or consent is withdrawn. Additional consent forms will be required if the pupil's circumstances change. Additional permission will be sought if required for a longer period e.g. alumni.

9.2. Digital photographs and videos held on the academy's drive are accessible to staff only, as well as photographs and videos shared with the *Ormiston*, and are all stored on secure servers (the OAT photo library, which schools now have access to. This is still in development and being tested). Photographs and videos are stored in labelled files, annotated with the date, and are only identifiable by year group/class number/name - no names are associated with photographs and videos. Files will be secured appropriately, and only relevant staff members have access to view and edit photographs.

- 9.3. Paper documents will be shredded or pulped, and electronic memories scrubbed clean or destroyed, once the data should no longer be retained.
- 9.4. Hard copies of photographs and video recordings (if any) held by the academy will be annotated with the date on which they were taken and will be stored in the *school office* or an appropriate storage location. They will not be used other than for their original purpose, unless permission is sought from the *principal* and parents/carers of the pupils involved/children after Year 8, and the *DPO* has been consulted.
- 9.5. The DPL at the academy will ensure a termly review of all stored photographs and videos is carried out on a termly/yearly basis. A record of the deleted photographs and videos will be maintained on the school (academy if preferred) destruction log. The DPL must inform the Ormiston (OAT, the marketing and communications team) of these changes to ensure files are kept up to date. Approved photographs and videos will only be stored for maximum of three years from the date produced.
- 9.6. Parents/carers, including children after Year 8 must inform the academy in writing where they wish to withdraw or change their consent. If they do so, any related photography and videos involving their children will be removed from the academy/*Ormiston* secure drives immediately.
- 9.7. Where consent is withdrawn, reasonable efforts will be made to remove the photographs or videos which include the pupil. However, this cannot be guaranteed where consent has been provided to use photographs in external publication and on videos already published.
- 9.8. Where a pupil's security/safeguarding risk has changed, the *DSL* will inform the *principal* immediately. If required, any related photographs and videos involving the pupil will be removed from the academy/*Ormiston* secure drives immediately. Hard copies will be removed by returning to their parents/carers or by shredding, as appropriate.
- 9.9. *Official* academy pupil identification photos are held on an appropriate secure academy data management storage system, alongside other personal information and are retained for the length of the pupils' attendance at the academy.

10. Monitoring and review

- 10.1. This policy will be reviewed on an *annual* basis by *Ormiston*, the *principal* and the *DPO*. The next scheduled review date for this policy is shown on the front cover.
- 10.2. Any changes to this policy will be communicated to all staff members and, where appropriate, parents/carers.