



**The Kite  
Academy  
Trust**  
Flying high  
together

**KITE ACADEMY TRUST**  
PHOTOGRAPHIC IMAGE POLICY

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## 1 Introduction

The Kite Academy Trust is obliged to comply with the General Data Protection Regulation (GDPR) and the Data Protection Act (DPA) 2018 when it takes or publishes photographs of its pupils. The Trust will always try to act in the best interest of its pupils and, as far as it legally can, it will take parental preferences into account.

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, as all the academies within the Trust are Infant or Primary, the Trust has decided that in the best interests of the child we will ask for parental consent regarding photographs in our academies while respecting an individual child's right to say they do not want to be photographed.

Ordinarily the following rules will apply to any type of image capture, including photographs and video recording in our academies.

## 2 Photographs & Videos for Internal Use

Our academies will take photographs for its own use. Usually these will be unnamed photographs and will generally be for internal use but may also include photographs for publication, such as photos for the prospectus, newsletters, or to show as slides at an event for parents.

Where named photographs are used on display boards which can be seen by visitors to the academy, only first names will be used. In a primary education setting, photos and first names are used as part of the learning experience to help children recognise their own and friend's names, to encourage inclusivity.

When a 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 academy wishes to use named photographs for purposes other than display boards as detailed above, then it will obtain specific parental consent first.

Images, particularly those of individual children, should never be stored in personal computers or on personal devices. Arrangements will be made for these to be archived at the academy in a designated area of the academy network. The academy will follow a schedule for the removal/storage of images from tablets/mobile phones/cameras as detailed in the Records Retention Policy.

## 3 Reason & Purpose

Photographs and video recordings should only be taken by an authorised person who has a suitable reason related to the child or organisation i.e. they are a parent, a relative, or a member of staff.

Photographs and recordings taken by parents as part of academy activities such as; sports day, plays, concerts etc., should be used for an individual purpose not a public purpose e.g. not posted on the internet and not passed on to others unconnected with the child. Parents should be made aware that recording or photographing other than for private use would require the consent of the other parents whose children may be captured in the image. Without this consent, the GDPR and DPA 2018 would be breached.

## 4 Appropriateness of Images

No images can be taken of children which captures them in what are commonly understood as non-public activities like toileting or changing clothes, or which show body parts not usually visible in public settings. Children should be fully clothed. This aspect is particularly important on residential visits where there may be incidents when children take inappropriate photographs, perhaps showing

friends and other children inappropriately dressed. Staff will take appropriate steps to ensure that this does not happen, possibly setting out rules for the use of cameras before the visit takes place.

Images involving groups of children should be about the activity, not the individual child.

## 5 Media Use

The academy 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 an academy, or at academy events, this will be on the condition that they observe this policy.

Where the media are allowed to be present at a particular event, the academy will make sure that pupils and their parents/carers are informed of the media presence. If no objection is received, then the academy will assume that unnamed photographs may be published.

If the media entity wishes to publish named photographs, they must obtain specific consent from parents. The academy will require the media entity to check with the academy before publication so that the academy can check that any objections have been taken into account.

## 6 Family Photographs at Academy Events

It shall be at the discretion of the academy whether photographs may be taken at an academy event.

Family and friends taking photographs for the family album will not be covered by Data Protection legislation. This means, for example, that parents/carers can take photographs to share with family members or display in their own home however they should not publish any photographs showing children other than their own on the internet.

## 7 Photographs Identifying Medical Risks

It has been practice in academies to display a photo of a child with an allergy/food intolerance or medical condition in staff rooms and kitchens advising staff of things to be aware of. We are fully aware of our GDPR responsibilities to ensure security of such data however the reason photos are displayed in this way is to ensure that all staff (including new/temporary/supply staff who might not know all the children) are regularly reminded. We ask specific consent to do this. Photographs in kitchens are for the use of catering staff who serve food and are located in positions where staff can see them but are not in sight of other children or staff. All kitchens are locked when catering staff finish work.

Photographs in staff rooms are located in discreet positions and if the room is to be used by anyone other than staff, the photographs are covered up.