



**The Kite
Academy
Trust**
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KITE ACADEMY TRUST

PHOTOGRAPHIC IMAGE POLICY

P1128

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1 Introduction

The Kite Academy Trust is obliged to comply with the UK 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

As a Trust, our academies regularly use photographs to show how our children, and the academy as a whole, develop. Usually these will be unnamed photographs and will generally be for internal use but images can also help to illustrate and communicate with parents about upcoming events and can help promote our academies to prospective families.

There are a number of instances when an academy may use photos of your child, specifically:

- On display boards within an academy to illustrate academy life including educational materials and images of recent trips and events. These can be seen from time to time by other parents or visitors within the academy. 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.
- On the academy and Trust websites to promote the academy to current and prospective parents as well as providing updates on current events;
- On our social media accounts [such as Facebook, Twitter, Instagram] to provide updates on events and news within the academy;
- On our YouTube channels;
- Within our newsletters. We may provide photos of recent events or achievements of our pupils. Our newsletters are shared through our websites and social media accounts;
- Within promotion prospectuses, flyers, leaflets and brochures which contain images to show life at our academy. These will be shared with prospective parents, the local community and may be shared through our websites and social media accounts;
- Other promotional materials, such as banners and signs, for prospective parents to view;
- In promotional materials to show the history and character of the school to future generations.
- We may be visited by the media who will take photographs or film footage of events. Children will sometimes appear in these images, which may then be published in local or national newspapers (including electronic versions), in televised news programmes and on social media sites;
- A school photographer will visit the academy and take individual and group photos of the children which will be made available to purchase.

If an academy wishes to use photographs for purposes other than display boards as detailed above, then it will obtain specific parental consent first (see Appendix A - KAT Data Protection (GDPR) Parental Preferences Form).

Parental consent for use of their child's image will be sought and the preferences expressed will last throughout the child's time at an academy and will continue to apply for a short time after they leave

(except for images published for historical purposes which may be kept for an extended period of time to show the history of the academy). Consent can be withdrawn at any time by writing to the academy. At that point, any images of the child will not be used in future publications however continuing inclusion in publications already in circulation cannot be prevented.

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.

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 UK 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. Consent will have been sought as indicated on the KAT Data Protection (GDPR) Parental Preferences Form. The academy will require the media entity to check with the academy before publication to ensure that the relevant consent has been given.

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 not in use by catering staff.

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.

Document Management

Document ID:	P1051		
Last Review:	November 2024	Review Period:	3 years
Responsibility of:	Data Protection Officer	Ratified by:	Trustees (19.12.24)

Data Protection (GDPR) Expression of Parental Preferences

Name of Child: _____

Class: _____

I agree to consent to my child's personal data being used:	Agree	Disagree
As part of their learning profile within educational platforms and apps (e.g. Seesaw, Tapestry, Doodle Maths etc.) <i>I understand that any images and videos I upload will be stored as part of my child's profile within the platform/app.</i>	<input type="checkbox"/>	<input type="checkbox"/>
I agree to consent to images of my child being used:	Agree	Disagree
On the academy/Trust website	<input type="checkbox"/>	<input type="checkbox"/>
On the academy/Trust Twitter Feed	<input type="checkbox"/>	<input type="checkbox"/>
On the academy/Trust Facebook Page	<input type="checkbox"/>	<input type="checkbox"/>
On the academy/Trust Instagram	<input type="checkbox"/>	<input type="checkbox"/>
On the academy/Trust YouTube Channel	<input type="checkbox"/>	<input type="checkbox"/>
On the academy/Trust Newsletters	<input type="checkbox"/>	<input type="checkbox"/>
Prospectuses, flyers, leaflets and brochures	<input type="checkbox"/>	<input type="checkbox"/>
Other promotional material (such as banners, signs and displays)	<input type="checkbox"/>	<input type="checkbox"/>
Advertising in newspapers and other media	<input type="checkbox"/>	<input type="checkbox"/>
In and around the academy building	<input type="checkbox"/>	<input type="checkbox"/>
In promotional materials to show the history of the academy	<input type="checkbox"/>	<input type="checkbox"/>
I agree to consent to:	Agree	Disagree
Photographs being taken of my child (individual and group photos) by the school photographer. Group photos will be made available for other parents to purchase.	<input type="checkbox"/>	<input type="checkbox"/>

Signed: _____ Date: _____

Print Name: _____

Relationship to Child: _____