



## Photograph Policy

*This policy has been approved by the Board of Trustees with reference to the academy's Equality Policy. The aims of the Equality Policy are to ensure that Plume Academy meets the needs of all, taking account of gender, gender identity, ethnicity, culture, religion, language, sexual orientation, age, ability, disability and social circumstances. It is important that in this academy we meet the diverse needs of students to ensure inclusion for all and that all students are prepared for full participation in a multi-ethnic society.*

Responsibility: Director of Finance & Premises

Approved by Trustees: June 2020

Date for review: June 2022

## **Photograph Policy**

Plume, Maldon's Community Academy, is obliged to comply with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 when it takes or publishes photographs of its students. The academy will always try to act in the best interest of the students 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, for most at the Plume Academy, it will normally be up to the individual child to decide whether or not to be photographed. Where the academy considers that the child does not have the capacity to make such a decision the academy will act as it considers to be in the best interests of the child and in doing so will take account of any stated parental preference.

If you wish to express a preference for the academy to avoid taking or publishing photographs of your child in certain circumstances, please indicate your preferences using the attached form. If no preferences are expressed, we will act in accordance with the principles expressed in this policy.

Ordinarily the following rules will apply to photographs in the Plume Academy:

### **Photographs for Internal Use**

- The academy will take photographs for its own use. Usually these will be unnamed photographs and will generally be for internal school use but may also include photographs for publication, such as photos for the prospectus, or to show as slides at an event for parents. Unnamed photographs may also be used on display boards which can be seen by visitors to the academy.
- When the photograph is taken, the students 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 wants to use named photographs, it will obtain specific consent first. For most students this will be student consent as explained above but parental wishes will also be taken into account.

### **Media Use**

- The academy will give proper consideration to the interests of its students when deciding whether to allow external organisations to take photographs or to film.
- When the media are allowed to be present in academy or at academy events, this will be on the condition that they respect this policy.
- Where the media are allowed to be present at a particular event, the academy will make sure that students and their parents or carers are informed of the media presence. If no objection is received, the academy will assume that unnamed photographs may be published.
- If the media entity wants to publish named photographs, they must obtain specific consent from those students with capacity to consent or the parents of those without capacity. 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.

### **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.
- Where the academy decides to allow such photography, the family and friends will be asked not to publish any photographs showing children other than their own on the internet.

## Expression of Parental Preferences

Name of Child \_\_\_\_\_

Please tick any that apply:

### Unnamed Photographs:

- I would prefer that unnamed photographs of my child are not used in the academy.
- I would prefer that unnamed photographs of my child are not used for academy use for wider publication:
  - Academy prospectus and similar information
  - Academy website
  - Display boards
- I would prefer that an unnamed photograph of my child does not appear in any external publication.

### Named Photographs:

- I would prefer that named photographs of my child are not used in the academy.
- I would prefer that named photographs of my child are not used in any academy publication.
- I would prefer that named photographs of my child are not used on the academy website.
- I would prefer that named photographs of my child do not appear in any external non-academy publication.

**I understand that the academy will try to take my preferences into account but that the academy must comply with Data Protection Act 1998 which will give my child rights in his/her own data when he/she has adequate capacity and understanding to make decisions about the publication of his/her photographs for him/herself.**

Signed \_\_\_\_\_

PRINT NAME \_\_\_\_\_

Relationship to child \_\_\_\_\_