



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 2018 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 around the age of 13. 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, then please indicate your preferences using the attached form. If no preferences are expressed, then 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 and the educational benefit of students. 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, then it will obtain specific consent first. For most students this will be student consent as explained above but parental wishes will 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 observe 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, then the academy will assume that unnamed photographs may be published.
- If the media entity wants to publish named photographs, then 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 a 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.