



Cobham Academy Ltd (CAL)

Photos and Images Policy 2023

Policy reviewed by: W R Davison

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Next review date: Dec 2023

Signed: *Billy Davison*

Name: W.R. Davison

Circulation: This policy is available on request to all staff, participants and parents

Please note: 'camp/s' refers to Cobham Academy Ltd (CAL) operated sports camps; 'parents' refers to parents, guardians and carers.

Photos and Images Policy

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Scope and definitions

The purpose of this policy is to set out general rules about the capture and distribution of images and photographs of children and to give staff and parents guidelines on the subject. It applies to activities as part of Cobham Academy Ltd camps.

“Image capture”, “photography” and “videoing” refer to any kind of image capture, still or moving, obtained by any photographic device including still image cameras, video cameras, webcams and photographic enabled mobile telephones, and any other type of image capture device not specified here, whether digital or not, using technology existent at this time or in the future. The storage of such images includes film negative, film positive (e.g. transparencies and slides, movies, etc.), photographic paper, digital media, magnetic tape and any other kind of storage method able to be used for the storage of images, still or moving, available now or in the future.

This policy complies with *Keeping Children Safe in Education (KCSIE) 2022* and should be read in conjunction with Cobham Academy Ltd Privacy Policy.

General principles for staff and coaches

Every reasonable effort must be made to minimise risk of inappropriate capture and distribution of photos and images. This includes:

- securing parental consent for the use of images of their children
- ensuring that children and staff are appropriately dressed
- ensuring that children’s names are not used alongside images in publicly-available material
- not using an image of any child who is subject to a court order;
- storing images securely and accessible only by those authorised to do so
- storing images securely (whether physical or digital) with appropriate access controls
- ensuring staff are appropriately informed about this policy

Safeguarding

There may be a risk to the welfare of children when individual children can be identified in photographs. For that reason, we have developed this policy to make every effort to minimise risk. Where the capture or distribution of images of children raises a safeguarding concern, the directors of Cobham Academy Ltd must be contacted immediately.

Data Protection Act

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians. In line with the Data Protection Act, everyone responsible for using data has to follow strict rules called ‘data protection principles’. They must make sure the information is:

- used fairly and lawfully
- used for limited, specifically stated purposes



- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary
- handled according to people's data protection rights
- kept safe and secure
- not transferred outside the UK without adequate protection

Photography and image capture on Cobham Academy Ltd camps

Images of children may be captured as part of the camp operations. Recordings of participants for Cobham Academy Ltd will only ever be taken using staff equipment or by a designated external professional. Any images recorded by a staff personal device must be deleted once transferred to Cobham Academy Ltd image store (or within 1 week (whichever is the sooner)). Staff should also be aware that taking photographs of colleagues using personal devices should only happen with the permission of that member of staff.

Images of participants or staff must not be displayed on websites, in publications or in a public place without specific consent. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot.

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Parents' media permissions must be kept on file (see parental permission form at the end of this document).

Photography and image capture by parents

As a general rule no parent or visitor is permitted to use a camera (including a mobile phone's camera facility) whilst on school premises. However, the Data Protection Act does not apply to photographs or films taken for personal use by family and friends and it is usual for parents to want to take photographs and videos of children at school events.

Exceptions to this rule are therefore made for some¹ specific events such as plays, recitals, concerts, sporting events, open days or other promotional events. We strongly advise parents against the publication of any such photographs on the internet (e.g. on social media), and we will request parents to remove any such material if we deem it illegal, harmful or inappropriate in any way.

Where appropriate, our policy regarding this matter should be explained clearly to parents by a member of staff before difficult situations arise.



Photography and image capture by participants

Staff will advise, supervise and maintain control over any photographing or recording carried out by participants

Publicity

Cobham Academy Ltd will always look to enhance its website and other publicity with the use of images. Photographs must be used in a responsible way. Cobham Academy Ltd will always respect children's and parents' rights of privacy and be aware of potential child protection issues. Images will only be used where permission has been given.

Monitoring

It is the responsibility of all Cobham Academy Ltd staff and coaches to support and monitor this policy. Any concerns should be brought to the attention of the directors.

Example Permission form:

Dear,

Media Permission

The use of digital media is an integral part of Cobham Academy Ltd. All activities across our camps now make use of a wide range of digital media. As a part of this usage, from time to time the pupils will be recorded (in a range of formats). We are seeking your permission to store and use these recordings. For example, photographs might be used on our website or in future promotional and publicity media. To ensure maximum security for all pupils, **no** personally identifiable information will accompany these recordings when they are displayed.

This permission will be valid for your child's participation with Cobham Academy Ltd, although you have the right to change this permission at any time in writing.

We are therefore seeking your additional permission to use recordings (photographic or other formats) of your child for promotional purposes.

Media Permissions (integrated into booking form/Wufoo)

2022

I give permission for Cobham Academy Ltd to use digital media in the following ways.
I understand that no personal information will be linked to any photographs or videos.

Cobham Academy Ltd website (www.cobhamacademy.com) (tick)

Promotional literature (Prospectus, newsletters, posters etc) (tick)

Twitter (tick)

Reg Number: 08749522

Reg Address: 5 - 9 Eden Street, Kingston Upon Thames, Surrey, KT1 1BQ



Cobham Academy Ltd

How to contact us

If you want to request information about our photo policy you can email us or write to:

Data Controller
Cobham Academy Ltd
56 West Farm Av
Ashtead
Surrey
KT212JY

Reg Number: 08749522

Reg Address: 5 - 9 Eden Street, Kingston Upon Thames, Surrey, KT1 1BQ