



Photography, Video and CCTV Policy

Centre Academy London

Implementation date: September 2020

Next review date: September 2021

Signed:

A handwritten signature in black ink, appearing to read 'D. Rollo'.

Dr Duncan Rollo
Principal

Date:01/09/2020

Signed:

A handwritten signature in black ink, appearing to read 'R. Maddison'.

Miss Rachel Maddison
Head of School

Date:01/09/2020

1. Introduction

As part of CA London activities, the School may take photographs or record images of individuals within the School. This includes images of students, staff and visitors on School premises as well as on school visits and trips. CA London's purpose and lawful basis for collecting these images are set out in detail in the School's Privacy Notice (Data Protection Policy).

CA London recognises the need to have appropriate safeguards in place to ensure that both still and video images are appropriately managed. The priority will always be to ensure that the safety of students is not endangered either directly, or indirectly, by the use of photography. This policy will set out how the School will ensure the risk around use of student images is minimised. It will also set out how staff and students can reduce their own risk with regards to the taking and sharing of images.

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1.2 Processing Images with Consent

We will obtain written consent from parents/carers for photographs and videos to be taken of their child for communication, marketing and promotional materials. For current students we will do this routinely on an annual basis, however, consent can be given or withdrawn by an individual at any stage by notifying the School Office.

We will seek consent from parents for images to be used in each of the following ways:

1.2.1 On School premises

Consent will give permission for the School to take videos and photographs both in School and at School events for in-school use, for instance on notice board displays within School premises.



1.2.2 In School publications

Consent will give permission for the School to use photographs in publications created in-school such as newsletters, magazines and brochures.

1.2.3 Annual School photos

Consent will give permission for students to have an annual School photo. This will involve a third-party photography company taking individual, class and whole school photos. Photographs will be available for parental purchase once these have been taken.

1.2.4 In external publications

Consent will give permission for photographs and video to be taken used by external agencies such as newspapers, external suppliers or other third parties. Parents should be aware that withholding consent for photographs or videos to be taken for external publications may mean students are not eligible to go on certain trips or activities. For instance, students would not be able to attend events such as WE Day concerts unless permission is given for their televised recording.

1.2.5 Online on the School website

Consent will give permission for the School to use photographs and videos taken on the School website. When using photographs and videos online, we will not accompany them with any other personal information about the student, including the student's name.

1.2.6 Online on School social media pages

Consent will give permission for the School to use photographs and videos taken on the School's social media sites. When using photographs and videos online, we will not accompany them with any other personal information about the student, including the student's name.

Consent can be refused or withdrawn for any photo or video at any time. If consent is withdrawn, we will delete the photograph or video and not distribute it further.

1.3 Processing Images without Consent

Where possible, consent will be sought to take, keep and process images, however, where collection of images form part of CA London's public tasks and legal obligations the School will process images even without consent. There are numerous reasons why the taking of photographs or videos may be necessary, some examples would be videos of performances for external exam moderation, CCTV images to help manage the security and safety of the School or recordings of Speech and Language sessions to help student meet their therapy targets.

1.4 Use of Photographs and Videos

The use of images, including those of students or staff, has significant benefits to learning however, staff and students need to be aware of the risk associated with sharing images and especially when uploading images to the internet. Images uploaded

may be available forever and so have the potential to cause both short and long-term harm or embarrassment.

Staff should therefore be aware of the risk to their, and the School's, professional reputation before posting images online. More information about this can be found in the Staff Handbook. Students will also be informed of the potential risks associated with digital images as part of their curriculum.

1.5 Images taken by Staff

With regards to images taken at School by staff, the following procedures should be followed:

- Staff are allowed to take digital/video images, using School equipment, to support educational aims, but must follow School policies concerning the sharing, distribution and publication of those images. Where images are taken for reasons such that consent is required, images should not be taken without consent.
- Should staff need to use their own equipment to take photos or videos, then prior written permission from the Head of School is needed on each occasion the equipment is to be used. Images should be uploaded onto school platforms as soon as practically possible and then images removed from personal equipment.
- Care should be taken when taking digital and video images that students are appropriately dressed and are not participating in activities that might bring the individuals or school into disrepute. Likewise, staff must not use any images that are likely to cause distress, upset or embarrassment.
- Staff are permitted to take personal photographs at School events to which parents have been invited, provided that they follow the procedures under section 1.7 of this policy.

1.6 Images taken by Students

With regards to images taken at School by students, the following procedures should be followed:

- Students must not take, use, share, publish or distribute images of others taken in School or on School trips without their permission.
- Students must not upload any photographs taken within the School premises onto the internet or any social media sites.

1.7 Images taken by Parents or Families

CA London understands that photographs taken at School events are an important record for students and their families. Families are therefore permitted to take photographs and record videos at school events to which they have been invited as long as this does not upset the performance, event, or health and safety of pupils, staff or visitors.



Videos or images taken by visitors at School events should be for personal use only and they should not be uploaded to any website or social media site. We ask for care to be taken when photographing to avoid taking images that are likely to cause distress, upset or embarrassment. Where parents or families have inadvertently taken photographs that may cause distress, upset or embarrassment to anyone in the picture, CA London asks that these are deleted.

Parents volunteering in School or on School trips are not permitted to use personal equipment to take photographs or videos of students. In these situations, they should adhere to the procedures set out in section 4.5 of this policy.

1.8 CCTV

CA London uses Closed Circuit Television (CCTV) in some areas of School property as a security measure. Cameras will only be used in appropriate areas and are clearly visible with signage to indicate they are there. The School will comply with requests from law enforcement agencies who wish to view images for the purpose of prevention and detection of crime.