

Wakefield Grammar School Foundation (including EYFS)

Photography and Privacy Policy

AS A FOUNDATION WE PROMOTE SAFETY AND WELFARE AND RESPECT FOR OUR PUPILS IN LINE WITH THE DATA PROTECTION ACT 1998 *.

Marketing Material

Digital photographs and video/film clips of pupils involved in all aspects of school life are captured by the individual schools of the Foundation for marketing purposes to include:

1. Printed publications such as prospectuses, newsletters and school magazines
2. Promotional DVDs
3. The Foundation's website
4. The Foundation app
5. Social Media (including Twitter)
6. e Newsletters

Pupils are informed as to the nature and use of the photo being taken, so whilst this is personal data, it will not breach the DPA.

Privacy

No person is authorised to take images of pupils that:

- Might cause embarrassment or distress; or
- Are associated with distressing or sensitive issues; or
- Are unnecessarily intrusive.

Pupil names will only be published alongside images on our website or through our social media channels if beneficial to school-related Marketing. Pupil addresses are never published in the public domain.

Filming and photography by the media (television or newspaper journalists) will only take place with the consent of the Head and under appropriate supervision. Pupil names are only provided to the media (if requested) to accompany a specific school-related article.

Third Parties who are commissioned to work alongside the Marketing Department to capture photography/video footage, have completed the required CRB protection checks **and are accompanied by a member of WGSF staff at all times**

Taking of images by parents

Parents and friends often wish to take images of their son/daughter at school plays/concerts/sporting events. These images are for personal use and the DPA does not apply.

For the sake of courtesy and good manners, the Foundation requests that visitors use their cameras with consideration.

If a play or concert (or similar event) is subject to copyright and performing rights restrictions, photography or videoing of the event will not be allowed. Official photographs or DVDs may be available for purchase.

In addition, if an event features a pupil from whom parental consent for the use of photography has not been granted, photography or videoing of the event will not be allowed.

Notes

1. Photographs of pupils or students are taken for Student Records. These images are stored electronically with other personal data and the terms of the DPA will apply. Guidelines are covered in the Data Protection Policy.
2. *A separate Social Media Policy: responsible use of mobile devices for pupils and employees exists.*

If you do not wish for your son/daughter's photograph/image to appear in any of the Foundation's Marketing related activity, please advise in writing to the Head, requesting an acknowledgment of your letter.

**The DPA is based around eight principles of good information handling to help data controllers to fully understand their obligations and promote good practice.*