



Photography and Video Usage Policy

October 2023

Next Update: September 2025

Approved by: Chair of Trustees

Principal: Neil Bain

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1. Introduction

This policy is in place to ensure the safety, security, and privacy of our students and to maintain the quality and consistency of photographs used for school-related purposes. We understand the importance of safeguarding the well-being and rights of our students, and we appreciate the trust placed in us by their parents, carers, and guardians.

1.1 Photography Authorisation and Oversight

- Photographs of students at Wemms Education Centre will be taken during school hours, on field trips, and during school events for various educational, promotional, and archival purposes.
- The responsibility for capturing these images rests solely with the school's authorised marketing team.
- No other individuals or parties, except those specifically nominated and authorised by the school administration, are permitted to take photographs of students for any reason while on school premises or during school-sponsored activities.

1.2 General Photography, Video Restrictions and Parental Advice

- Unauthorised individuals, including parents, guardians, and visitors, are strictly prohibited from taking photos or recording videos on school premises.
- Individuals with no affiliation with the school will not be permitted to capture photographs, and our staff may question individuals attempting to do so.
- In some cases, we support parents' ability to capture photographs and videos of their children during the school event for their personal use. However, we will implement monitoring measures to ensure compliance and safeguarding.
- Parents are required to commit not to publish any images on social media platforms when multiple children are featured.
- Designated photography areas may be established during events to prevent disruption, and equipment usage will be subject to monitoring.

2. Exclusive Authorisation

Only the school's nominated marketing team and individuals appointed by the administration are authorised to engage in photography and video recording activities on behalf of the school.

3. Images of Looked After Children

Authorisation for the school to utilise images of Looked After Children will be granted by the designated authority.

3.1 Consent and Purpose

- As part of our commitment to respecting the privacy and preferences of our students and their families, it is a fundamental policy of Wemms Education Centre that only students for whom consent has been expressly granted by a parent, carer, or guardian during the child's admission process will be photographed or videotaped for school-related purposes.
- This consent, which includes the use of photographs and videos for school publications, promotional materials, and social media channels, will be obtained during the initial registration process and kept securely on student records.
- It is the responsibility of Wemms Education Centre to maintain a record of these consents and to ensure that only students with valid, up-to-date consent forms are included in photography and videography activities related to the school. We value the trust that our school community places in us, and we are dedicated to upholding the highest standards of privacy and compliance with regard to the use of student images.
- The nominated marketing team and appointed individuals will obtain appropriate verbal consent before capturing images or videos of students or staff.
- All images and videos taken will be used solely for school-related purposes, such as marketing, promotion, or internal communication.

3.2 Protection of Privacy

- The school's marketing team and appointed individuals will take utmost care to protect the privacy of students and staff.
- Images and videos will not be shared without consent, and any sensitive or personal information will be kept confidential.

4. Unauthorised Social Media Sharing

In the event that images of students or staff are disseminated on social media platforms without consent, we will take appropriate measures to address the situation.

4.1 Security and Storage

- All captured images and videos will be stored securely and maintained in compliance with data protection regulations.
- Access to these materials will be restricted to authorised personnel only.

4.2 Online Use and Sharing

- Images and videos may be used on the school's official website, social media channels, or marketing materials to promote the school and its activities.
- The school will ensure that no images or videos will identify individuals by name unless consent has been granted.
- Students will have the option to decline the use of their images when they are the sole focus.

4.3 Withdrawal of Consent

- In the event that a parent, carer, or guardian revokes their consent for the use of their child's photographs for school-related purposes, it is important to acknowledge that no new photographs or videos of the child will be taken for such purposes following the withdrawal of consent.
- However, it is equally important to note that any photographs and videos of the child that have already been shared on the school's social media channels or other promotional materials prior to the withdrawal of consent shall not be removed. The school respects the privacy concerns of our students and their families and will discontinue the use of new photographs while maintaining the integrity of previously shared content.

4.4 Exceptions

There may be cases where the school hosts media or external photographers for specific events. In such instances, parents or guardians will be informed in advance, and consent will be obtained as required.

5. Policy Enforcement

Violations of this policy will be taken seriously and may result in appropriate disciplinary action.

6. Review and Updates

This policy will be reviewed periodically to ensure it aligns with current regulations and practices.

We appreciate your cooperation in maintaining a safe and respectful environment for all members of the Wemms Education Centre community.