

Photography and Filming

1. STATEMENT

Bournemouth Collegiate School may from time to time wish to photograph or film pupils engaged in school and extra-curricular activities, and publish these records in leaflets, booklets, newsletters, prospectuses or on the school website. While the school is very keen to present an active and interesting face to the outside world, it prioritises the safeguarding of children and thus uses photography and filming in a responsible way. The school recognises its obligations under the Data Protection Act and also acknowledges the right of parents, guardians and pupils to decline to give permission for such photography and filming. Photographs and videos of pupils and staff are classed as personal data under the Data Protection Act 1998, so use of these images requires the consent of either the individual concerned, or in the case of children, their parent or guardian.

We operate an opt-out procedure:

- Photographs and films will not be published if parents and guardians have refused permission.
- They should sign the appropriate form to decline permission.
- This extends until the pupil leaves BCS, but can be revoked by the parent/guardian at any time.

Although BCS will ensure that pupils without a signed consent form do not appear prominently in any image, it is also worth remembering that young people may be uncomfortable if they feel excluded, so we will be sensitive to their needs when arranging any photography. As part of its Equal Opportunities Policy, the school would normally include images of children from different ethnic and ability groups. The school will only use images of pupils in suitable dress. Events involving crowds are regarded as public areas, so permission is not required of everyone in a crowd shot. Individuals in the foreground are also considered to be in a public area, but if any pupils are prominently identifiable in the image, consent is needed.

If members of the press attend school events and take photographs for their own purposes, they are responsible for obtaining their own consent, but we have included this option on the school's consent form to provide general guidance. When a press image has been captured the data controller for that image is the media group concerned and not the school.

2: WEB SITE AND PUBLICATION POLICY

There is greater risk of misuse of images on the Internet because it is not possible to control who views an image. BCS will avoid the use of personal or identifying details (including family name) in any publication. No personal email or postal addresses or telephone numbers will be published. If a photograph of an individual pupil is used on the school web site, they will either

not be named in a caption or accompanying text or will be identified by first name only. Although school publications are distributed to a very restricted audience, they will not carry full names in captions or text.

3: DVD/VIDEO POLICY

The general approach is the same as for photography. Before any pupil under the age of 18 years who is not part of a crowd and can be easily recognisable can be filmed, parental consent must have been given.

Parents/guardians should be aware that the school sometimes uses video-conferencing or video messaging as a teaching aid, and this involves transmission of images of pupils.

Webcams and CCTV are used at BCS and are subject to regulations that are clearly signed to that effect.

4: PHOTOGRAPHY AT SCHOOL EVENTS

Parents/guardians are not subject to the Data Protection Act when taking photographs of their own children at a school event for their own private use. Such photography does not require consent under the Act. However, the stipulation is that imaging is for the parent/guardian's own private use, so the images (photographs, video) should not subsequently be published on the web. All parents and guardians sign the 'safer use of cameras' at school form and agree that photographs and videos will:

- i. Be for the families personal use
- ii. Not be used inappropriately
- iii. Not be posted on a website, as this may contravene Data protection Legislation

BCS is fully committed to ensuring that the application of the Photography and Filming statement document is non-discriminatory in line with the UK Equality Act (2010). Further details are available in the school's Equal Opportunity Policy document.

This document is applicable to all pupils in both senior and prep schools, including those in boarding and EYFS and BCS seeks to implement this policy through adherence to the procedures set out in the rest of this document.

In line with our Provision of Information policy, this document is available to all interested parties on our website and on request from the Senior school and Prep school offices and should be read in conjunction with the following documents: Child Protection.

This document is reviewed annually by SLT or as events or legislation change requires. The next scheduled date for review is January 2013.