Academic Guardians UK

Photography & Images Policy

The purpose of this policy is to set out general rules for Academic Guardians UK (AGUK) about the capture and distribution of images and photographs of children and to give staff, local coordniators, homestay hosts and parents guidelines on the subject. It applies to activities on school premises or as part of out of school activities including staying with homestay host families when the school is closed.

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Policy owner	Updated	Review date
Andrew Kettle	August 2025	August 2025

Academic Guardians UK Ltd – Photography & Images Policy

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Policy Owner:	Andrew Kettle (Designated Safeguading & Prevent Lead)	Update: August 2024
Next Review Date:	August 20235	

1. Scope & definition

1.1 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, local coordniators, homestay hosts and parents guidelines on the subject. It applies to activities on school premises or as part of out of school activities including staying with homestay host families when the school is closed.

1.2 "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.

1.3 This relatively short policy is part of our strategy for safeguarding children within our care. It complies with *Keeping Children Safe in Education (KCSIE) 2022* and should be read in conjunction with our other policies, notably:

- Safeguarding & Child Protection
- Online E-safety
- Anti-Bullying
- ICT Usage
- Social Media
- Privacy Policy

2. General principles for staff

2.1 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
- not using photographs of children, staff, local coordinators and homestay host families who have left AGUK, without their consent
- ensuring that children, staff, local coordinators and homestay host families are appropriately dressed
- ensuring that children's names are not used alongside images in publically-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

3. Safeguarding

3.1 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.

3.2 Where the capture or distribution of images of children raises a safeguarding concern, the Designated Safeguarding Lead (DSL) must be contacted immediately. Further details on safeguarding procedures are available in our *Safeguarding and Child Protection policy.*

4. Data Protection Act

4.1 Photographs and video images of children, staff, local coordinators and homestay host families are classed as personal data under the terms of the Data Protection Act 1998 and UK General Data Protection Regulations 2018. Therefore, using such images for AGUK publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians. In line with these acts, 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

5. Photography and image capture

5.1 Images of children may be captured as part of the guardianship process. Recordings of children, staff, local coordinators and homestay host families will only ever be taken using official school equipment or by a designated external professional. Staff must not take or transmit any recording of pupils on any personal device. Staff, local coordinators and homestay host families should also be aware that taking photographs of colleagues using personal devices should only happen with the permission of that person.

5.2 Images of children, staff, local coordinators and homestay host families must not be displayed on websites, in publications or in a public place without specific consent. The definition of a public place includes areas where visitors to the school have access. 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.

5.3 On occasions, commercial video films may be made of children in educational settings or at homestay host families or on out of school activities. AGUK will inform parents where arrangements have been made for a commercial photographer to film such an event.

5.4 Parents' media permissions are currently obtiained in the parent contract and must be kept on file. AGUK will implement a separate parental permission letter providing more clarity on the use of digital media and photography and image capture for new students (see parental permission form at the end of this document).

6. Photography and image capture by local coordiantors, homestay host families

6.1 As a general rule no local coordinator or homestay host 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 request photographs and videos of children at their respective homestays or at other events out of school.

6.2 Where a photograph has been requested or is necessary, the member of staff, local coordinator or homestay host will ask the student to use their own phone to capture the image and send the photo electronically via secure communication to the office team for processing in line with the permissions granted and the data protection act.

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

7. Photography and image capture by pupils

7.1 Staff, local coordiantors and homestay host families will supervise any photographing or recording that the children do during off-site activities so as to respect the wishes of the Staff, local coordiantors and homestay host families privacy rights.

8. Publicity

8.1 Academic Guardians UK Ltd (AGUK) needs and welcomes publicity. Children's photographs add colour, life and interest to articles promoting activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase motivation and staff morale, and help parents and the local community identify and celebrate AGUK and their childrens' achievements. However, photographs must be used in a responsible way. AGUK need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

9. Monitoring

9.1 It is the responsibility of all Staff, local coordiantors and homestay host families to support and monitor this policy. Any concerns should be brought to the attention of the Designated Safeguarding Lead using the contact details provided:

- Designated Safeguarding Lead & Prevent Lead – Director Andrew Kettle who can be contacted on 0203 515 8880, 07823 321 993 or andrew@academic-guardians.co.uk
- Deputy Designated Safeguarding Lead – Director Dawn Kettle who can be contacted on 0203 515 8880, 07931 954 106 or dawn@academic-guardians.co.uk

10. Other releveant legislation, guidance and codes of practice

- Statutory Guidance for Schools and Colleges on Safeguarding Children and Safer Recruitment in Education, Department for Education, 2018
- Keeping Children Safe in Education, 2016-2022
- Working Together to Safeguard Children, 2018
- Data Protection Act 1998
- UK General Data Protection Regulations 2022

Appendix 1 – Parental Permission Letter

Dear Parents,

Media Permission

The use of digital media is a part of Academic Guardians UK operational . All activities across the operation now make use of a wide range of digital media. As a part of this usage, from time to time the children may be recorded (in a range of formats). We are seeking your permission to store and use these recordings within the scope of our work. For example, photographs might be used in information handbooks, on social media boards or in the Academic Guardians UK newsletter. To ensure maximum security for all pupils, no personally identifiable information will accompany these recordings when they are displayed. We are therefore seeking your permission to use recordings (photographic or other formats) of your child for promotional purposes.

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

Yours sincerely,

Dawn Kettle

Media Permisssions 2022

Childs name: _____ School: _____

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

Internally within the organisation ☐ tick)

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

Website ☐ (tick) Social Media ☐ (tick)

Parent's signature: _____ Date: _____

Please PRINT Name: _____

Please return this slip to the AGUK office.