



## Brummana High School

### Policy on the Taking and Use of Photos and Videos of Students in School

#### Policy Statement

Brummana High School provides students with a safe and secure environment for the school's values to be instilled, those of self-reliance, co-operation, friendship, non-violence, respect, honesty, simplicity and compassion. BHS' motto "I Serve" is inherent in all educational practices and indeed in all members of the school community too.

The school welcomes positive publicity. Children's photographs add colour, life and interest to this publicity. In order to help highlight the educational practices and activities throughout the year, both on and off campus, the school captures photo and video material. Making use of the material from current students at BHS, and ex-students who have provided permission, in school publicity materials can increase student motivation and staff morale and help parents and the local community identify and celebrate the school's achievements. This material is publicised on different communications platforms, including but not limited to: BHS website, brochure material, electronic publications including the newsletter and official social media accounts. Given BHS' philosophy of providing a holistic education for each student, the range of activities that can be included is vast, encompassing anything from the May Festival to BHSMUN initiatives, from athletic competitions to music and drama productions, and from classroom activities to individual and group projects as well as recognition of students for their achievements and awards.

Photographs and videos will be used in a responsible way. BHS respects children's, staff and parents' rights of privacy and the school is aware of potential child protection issues. We seek to protect the rights and identity of children, staff and parents against unwanted external contact. Wherever possible, students will be photographed with their peers in a group, rather than individually. Full names of students will not be disclosed on certain platforms, particularly social media accounts. BHS teachers are prohibited from posting images of their class or students on personal social media accounts.

Unless otherwise stated in writing, parents and/or legal guardians authorise BHS to use images or videos of students for the above purposes.

#### Review Date

As per the upcoming information from GR

#### Linked Procedures

TBD

Date: 10/09/2019: RB/ SB



## Brummana High School

### Policy on the Taking and Use of Photos and Videos of Students in Schools

#### Introduction

The majority of occasions when people take photographs or videos of children, young people and staff are valid and do not provide any cause for concern.

There are, however, risks associated with photographing and videoing children and staff:

- The collection and passing on of images/videos which may be misused by a third party.
- The identification of individual children.

The aims of taking such photographs and videos, and of this procedure implicitly, are:

1. To add life, colour and interest to material (e.g. articles, posts, press releases) promoting school activities and initiatives.
2. To help parents and the local community to identify and celebrate the schools' achievements.
3. To increase student motivation as well as staff morale.
4. To promote a sense of community spirit within the school.
5. To ensure that the right to privacy of children, staff and parents is respected.
6. To guarantee all material published is in keeping with the school's Child Safeguarding and Protection policies.
7. To align all material published with the Quaker Values and overall philosophy of the school.

#### General procedures

Photographs and videos of students will be carefully planned before any activity takes place. The Designated Photographic Officer (e.g. BHS School Photographer, Marketing Manager) will be consulted in the planning of any events where this kind of material is required to be taken.

The school will not use photographs or videos of children who have left the school on social media or the school website if parents declare that they do not want this to happen. Images from social media/ the school website can be removed upon written request of the old scholar, if over 18, or the parents, however, it must be borne in mind that once an image or video has been posted, even though it can be removed, it is likely that material may well have been transmitted to other people and sources not in BHS control.

Staff, or staff that have left the school, wishing for photos/videos not to be taken of themselves nor published are required to contact the Marketing Manager in writing.

Photos and videos that may cause any distress or embarrassment will not be used. Material will be taken in a group situation rather than singling-out one particular student or individual. There are exceptions to this, such a student who has won an individual award, and these exceptions are at the discretion of the Marketing Manager.

Only student first names will be used if it is considered necessary to add names to an article, post or other communication. Again, in exceptional circumstances, a full name may be considered more appropriate and the Marketing Manager will need to seek extra consent from parents or guardians.

Students must not take, use, share or publish material of others during regular school time without consent.

Staff are not allowed to post photos/videos of BHS Students to their personal social media accounts.

External visitors presenting to students and wishing to obtain medial images for their own promotional purposes must contact the Marketing Manager. The Marketing Manager will arrange for the school photographer to take pictures as per the guest's specifications. The decision about which photos are appropriate are based on the Marketing manager's decision.

## **Devices & Storage**

Staff are encouraged to take photos and videos of students using school camera equipment; however, they may use other equipment, such as school-owned mobile devices where consent has been sought from the Principal or Marketing Manager prior to the activity.

Staff will not use their personal mobile phones, or any other personal device, to take images and videos of Students unless specific consent has been provided by the Principal or Marketing Manager.

Mobile phones are easily used without the subject being aware and their main function is to transmit images to others and not to be retained by an authorised person as a keepsake. Their use should be discouraged, however, the spread of this technology does make this difficult.

Staff should endeavor to use the school cameras and devices to take such material, however, in rare cases, this may not be possible and staff may miss an opportunity to capture a positive moment. Therefore, if staff do need to take photos/videos on their personal devices they should share or upload the material within 24 hours and remove it from their personal devices.

In rare cases, staff may wish to capture an unforeseen positive moment and not miss out on the opportunity. Using personal mobile phones or other devices in this instance is

allowed as long as the material is immediately shared with the Marketing Manager and then removed from personal devices.

Images should never be stored in personal computers - they must be uploaded as soon as possible following the event or activity and stored in a secure location to protect them from damage or being misused. This will ensure that no one can accidentally use them without being clear who they belong to and the context in which they may be used.

Photographs and videos taken by staff members on school visits may be used for educational purposes, e.g. on displays or to illustrate the work of the school, where parental consent has been obtained.

Digital photographs and videos held on the school's drive are accessible by staff only.

### **Use of an external professional photographer**

If the school decides to use a professional photographer for official school photos and videos at school events, the Marketing Manager, or appointed delegated staff member, will:

- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behavior.
- Ensure the photographer understands the brief and returns the document signed.
- Issue the photographer with identification, which must be worn at all times.
- Let students and parents know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of videos or photographs.
- Not allow unsupervised access to students or one-to-one photo sessions at events. The photographer will be accompanied at all times by a member of staff as designated by the Marketing Manager.
- Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photographs for any other purpose.
- Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images or videos are not used for anything other than the purpose indicated by the school.

### **Consent**

BHS parent and student handbooks (2019-2020) contain the BHS Policy for Photos and Videos. Should a parent wish for the school not to take photos and videos of their child/children and/or publish this material the parent is required to return the document stating such and signed. Consent is assumed if the document is not returned. Parents will have the option to sign this document as part of the admissions documentation. This document needs to be held with the child/children's Head of Section, in their student file, as well as the Marketing Manager. The consent details in the handbooks identify:

- The relevant type of media used in the school e.g. photos, videos.

- The method of media distribution used by the school e.g. websites, newsletters, social media.
- The method of identifying individuals in media (by first name only).
- The parent consent form is clear and parents agree to:

*I am in agreement with the BHS policy on the collection and use of photographs and videos at Brummana High School. I will keep this document as my reference guide. I understand that I can write to the school at any time to ask for an image of my child to be removed from communications platforms (social media, website, newsletters). By agreeing to this policy I confirm that images that have been selected for use in year books and permanent media cannot be removed once the document has been printed.*

A centralised list of the students, whose parents who have returned the consent form and do not want the school to take photos and videos of their child/children and/or publish this material, will be kept by the Marketing Manager. This list will be kept as a live document in Office 365 and will be shared with the school photographer, the graphic designer, Senior Leadership Team and the Heads of Section.

If a particular type of media or method of distribution (e.g. press engagement) is not covered by the consent form, additional signed written consent must be provided for all students by their parents/guardians. Typically, the use of photos in newspapers and magazines is already subject to strict guidelines through the Lebanese national press code of practice.

BHS handbooks are updated and distributed each year and, as such, parents are informed of the practice and asked for consent on a yearly basis.

If a parent requests, in writing, a representation of their child to be removed from a media source, the media should be removed immediately and not be used or distributed in the future. As noted previously, however, once an image/video has been shared on a communications platform, such as social media, the material may well have been transmitted by a third party and outside of BHS control.

Special care should be exercised when taking media or considering the distribution of media of students in:

- Swimming attire.
- Sporting activities.
- Drama or theatrical performances.
- Anything that could be classified as tight or revealing.

The decision on the appropriateness of photos/videos is dependent on the approval of the Marketing Manager. If the Marketing Manager is unsure then the decision is via the Vice Principal Pastoral and/or the Principal.

Parents acknowledge that on rare occasions in a whole school style photo/video their child may be included because of the logistics of identifying individual students in material featuring hundreds of students.

### **Using names with identifying images**

Parents/guardians should be made aware of privacy and security concerns of identifying children online.

Student first names may be used if permission has been granted via the relevant consent form. Full names should be used only when specific signed permission is granted, in addition to the consent form. In the case of publishing the annual school yearbook/magazine, consent to use the child's full name alongside their photo is part of the regular parent or student handbook consent form.

### **Taking Photographs by Parents, Guardians, Family Members and the General Public at Events**

The following general principles should be borne in mind when parents, guardians, family members and the general public are attending school events.

- It is not possible to prevent parents, guardians and family members using their personal devices during such events nor would the school wish to police such use.
- The school's management lies in reminding them of their responsibility over the images/videos taken and to be careful in the distribution of images that have permanence in the contemporary world.
- It is key that children and young people feel happy with their achievements and have visual aids to reinforce their special moments.
- Photographs should only be taken by an authorised person who has a suitable reason related to the child or organisation i.e. they are a parent, a relative, a club member and/or a member of staff.
- Unless photos are taken as part of school activities such as sports day, the May festival, plays or concerts, they should be used for an individual purpose rather than a public purpose.
- In relation to the school's photos or videos at BHS events, parents/guardians should be made aware that material is being taken at these events and that they may be published on various media and/or displayed on a school's notice board.
- If deemed necessary and appropriate, an announcement will be made at the start of an event to provide guidance to parents or others in attendance.
- Members of the general public are not authorised to take photos/videos nor publish the material without prior consent from the Marketing Manager.

## **Re-use of images**

Photos or videos published by BHS on any communications platform may not be copied and/or reused by staff, parents, students or others for any other purpose other than that for which they were intended without consent.

## **Concerns**

If parents, or any other members of the BHS community, have any concerns about the inappropriateness of any material or publication they should report any concerns to the Principal or Vice Principal Pastoral.

If any member of the community is concerned about a photo or video published and wishes to have it removed they should feel free to contact the Principal or Marketing Manager at any time. If the photo or video has been published on a non-BHS media outlet, then the request would need to be made to that press or TV outlet in question directly.

## **Review Date**

TBD

## **Linked Procedures**

Policy for photography and videos when ratified.

Date:

1: 22/10/2019: RB/SB V5

2: