



Policy for Photography and Filming

Introduction

Photography in schools is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of Safeguarding.

Mind with Heart recognises its responsibility in balancing the benefits of having photographic records of its events, whilst also appropriately protecting the individuals involved.

Definitions

'Photography' includes photographic prints, streaming media and transparencies, video, film and digital imaging, created using devices such as cameras, video cameras, phones or tablets, etc.

The 'Charity' is Mind with Heart, being Mind with Heart Ltd.

Photography Policy Statement

- Publicity photography is helpful in promoting the charity's educational values and initiatives.
- The Charity will judge each situation regarding photographs and video images portraying students on a case by case basis.
- The Charity will use reasonable judgement when using images for communicating its values and initiatives whilst always respecting the wishes of children and their parents.

Aims

The policy aims to:

- Facilitate photography for communication purposes of the Charity
- Facilitate photography for record keeping purposes
- Respect the rights of the individual
- Safeguard individuals

Use of Digital and Video Images

- The Charity's trainers are allowed to take digital / video images, using charity equipment, to support the charity's aims, but must follow charity policies concerning the sharing, distribution and publication of those images.
- Photographs published on the website, or elsewhere that include children will be selected carefully and will comply with good practice guidance on the use of such images.
- Children's full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Written permission from parents or carers will be obtained before photographs of children are published on the Charity website or for other promotional material.

Good Practice

The following advice represents good practice in the use of photographic images involving students.

- When taking a picture the Charity must obtain the consent of the person in the picture (for those over the age of 16) or their parent / carer for children. (Data Protection Act 1998)
- Ensure that the commitment made in the consent form is followed:
 - Not to name the student
 - Not to use the photograph out of context
 - Not to use the photograph to illustrate sensitive or negative issues
- When photographing students:
 - Do not use images of a child who is considered vulnerable.
 - Avoid naming individuals. If a name is required use only the first name.
 - Use photographs that represent the diversity of those participating.
 - Do not use any images that are likely to cause distress, upset or embarrassment.
- Photographs held by the Charity must be annotated with the date on which they were taken and stored securely. They should not be used other than for their original purpose, unless permission is obtained.