



Photography and Film Policy

This policy addresses parental consent, privacy and the intended use of photographs and film on the school site and off site at events, trips and fixtures.

1. Parental/Guardian Consent

- Cheam parents or guardians give written consent before the school takes and uses photos or videos of children.
- Consent forms are completed on enrolment at Cheam and at regular intervals thereafter.
- Consent covers different types of use, such as school publications, social media, websites and media coverage. 3 types of consent are requested. (See Consent Form - Appendix A)

2. Types of Photography and Film and intended use:

(A) INTERNAL USE

- Classroom displays, internal digital signage, parent portal and educational use (classroom activities / school databases)
- Bulletins, digital newsletters, Chronicle (sent to current Cheam parents, staff and governors only)

(B) EXTERNAL USE

- School website, social media platforms and school magazine (hardcopy and digital)
- Press releases and education websites
- Marketing materials such as the school prospectus, advertising, flyers and posters etc

(C) PROFESSIONAL USE

- Group and Team Photos and Whole School photography

3. Opt-Out Provisions

- Parents have the option to decline permission for their child's photos and video to be used at enrolment or at a later stage of their child's time at Cheam.

4. Third-Party

- No third party photographers or companies can use images for their own purposes without explicit consent by Cheam and specific permission by parents and guardians.

5. Special Considerations

- **Vulnerable/protected pupils:** Special provisions may be necessary for those in witness protection, or other sensitive circumstances where it is critical to limit public exposure.
- **Social Media:** Only those who have given consent will have their children appear on social media, no full names will ever be used.

- **Media Coverage:** In the case of the press, children will only be named and photographed with express permission of parents and/or guardians.

6. Duration of Consent & Right to Withdraw Consent

- The consent remains in place until a parent or guardian withdraws consent.
- Once pupils leave Cheam, the school retains consent to continue using image and video unless a parent or guardian withdraws consent. Withdrawal may apply to future use but not retrospectively.

7. Types of Photography and Film used

- **Candid/Activity Photos:** Images captured during school events, fixtures and other occasions.
- **Professional Photography:** Photos taken by third-party photographers for events or marketing purposes.

8. GDPR Compliance

- We will ensure that we process and use film and photographs in accordance with our Data Protection Policy and current GDPR regulations.

9. Consent Form and Circulation to Staff

- The Photographs and Film Consent Form is held in the Parent Portal and completed online by new families.
- The form creates an automated list of ‘non-consent’ pupils for the staff team to be aware of. This is held on the staff portal and alerts will notify the team of any additions.
- At the start of the term the Marketing Team will share the link to the list with the staff team.

10. Frequency of Consent

- Consent will be sought on an annual basis.

Policy Owners

Staff: Head of Marketing, Communications and Events

Latest Reviews

Staff Policy Owners: September 2024

Compliance: September 2024

Appendix A

PHOTOGRAPHY AND FILMING CONSENT FORM

I / We give our permission for Cheam to take photographs and video recordings of our child for the purposes outlined below. We understand that we may opt-out or withdraw consent by notifying the school in writing. (This cannot be retrospectively applied.)

(A) INTERNAL

- Classroom displays, internal digital signage, parent portal and educational use (classroom activities / school databases)
- Bulletins, digital newsletters, Chronicle (sent to current Cheam parents, staff and governors only)

(B) EXTERNAL

- School website, social media platforms and school magazine (hardcopy and digital)
- Press releases and education websites
- Marketing materials such as the school prospectus, advertising, flyers and posters etc

(C) PROFESSIONAL

- Group and Team Photos and Whole School photography

I / We understand and agree:

1. Not to photograph or film any children, other than my/our own, without the express permission of the parent or guardian.
2. Not to share on social media or online any photographs or film of Cheam pupils (other than our/my own) or Cheam staff without prior consent.
3. To be mindful when taking any photographs or film of my/our child that other children or adults may be in the background.
4. That I/ we have a responsibility to share these expectations with any family or friends visiting the School or other events offsite with me/us or on our/my behalf.

Name:.....

Signed:.....

Date:.....