



Hummingbird Learning Lab PHOTOGRAPHING & VIDEOING POLICY

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Photographing & videoing

Parents consent to HLL taking and using photographs/videos (for use internally and externally for marketing purposes) upon enrolment at HLL. Photographs that are for use outside of the school are anonymous unless specific permission has been received from parents.

Our school policy around image taking at school is:

- ▶ HLL decides when recording images of children in school is permitted and parents must follow staff guidance. This is informed by the needs of our staff, parent and student community.
- ▶ Photographs and videos may be taken at school events by family members for their own personal use when permission is given. Such photographs and videos cannot be passed on or sold or put on the internet (including social networking sites) without consent.
- ▶ Consent must be given by parents whose children are included in the image, even if unintentionally in the background.
- ▶ Children changing clothes must never be photographed or videoed.
- ▶ Images of children taken during the school day (not including school events – see above) can be taken using a device that is the property of HLL or using a personal device. However, any images or recordings taken by adults within the organisation on their personal device are not for personal use, and must be uploaded to the school's server within a few days and then deleted from the personal device.
- ▶ Please note that there are likely to be circumstances when we may use your child's photograph for other purposes connected with the school, where we do not require

your consent, because there is another reason, which permits us to use photos or images of your child. For example:

1. We keep a copy of the official school photo on our database so that we can correctly identify students to new staff.
2. We have photos and film that celebrate student achievements being shown within the school and on display
3. We use photo and video to support learning, e.g. a zoom session or presentation where feedback is required

Use of IT including social media

According to the HLL Staff Code of Conduct, our team may use personal recording devices to record images of learners. However any images or recordings should only be stored on their device until they are downloaded to the school's encrypted drives and should not be used for personal use.

Implications of Above Policies:

Adults within the HLL organization...

- ▶ Cannot publish any photo to their own media that has not already been published by HLL. They can re-publish photos already published by HLL on its official sites.
- ▶ Must upload to the HLL server any photos/videos they want to save that have been taken using a personal device.
- ▶ Should be aware that anyone on the internet can take a photo of a HLL Learner that HLL has published and publish it elsewhere, as is the case with any internet image.
- ▶ If on a professional course that requires the submission of footage of children, must check the course-organizers privacy procedures and ensure no footage they submit will be stored or published by the course.
- ▶ If presenting at public events (e.g. conferences), can only use photos already published by HLL on its official sites.
- ▶ Cannot tag (name) HLL Learners or adults in photos that are for use outside of the school.

Additional

Learners aged 13 and above

Observing UK GDPR guidance, which states that a child can only provide their own consent for the processing of their personal data at the age of 13 or above (see Sources below), HLL students aged 13 and above sign their own photo permission. This is done through the enrolment/re-enrolment process.

Employees

In their contract of employment, employees consent to HLL School taking and using photographs/videos (for use internally and externally for marketing purposes). Photographs that are for use outside of the school are anonymous unless specific permission has been received from parents.

Adults within the HLL organisation should use kindness and discretion regarding which photos of colleagues to post.

Form for completion by new parents:

https://docs.google.com/forms/d/e/1FAIpQLSe3GICecDf5TdUXI5sxOCkX4a-36k_LLas1qqvxegg-NsHI1w/viewform?usp=header

Sources:

Data Protection Commission [Taking photos at school events](#)

Information Commissioners Office <https://ico.org.uk>, under Article 8 of the UK GDPR states that only children aged 13 years and over may lawfully consent to the processing of their personal data.

HLL Policies - HLL Website <https://www.hummingbirdlearninglab.com/useful-info> and HLL internal policy files