

# Path Hill Outdoors

## Image Use Policy

Status:	Updated Policy Date:	Scheduled Review:
Statutory	September 2025	September 2027

### Official use of Images/Videos of Students

#### Scope and aims of the policy

- This policy seeks to ensure that images and videos taken within and by Path Hill Outdoors are taken and held legally and that required thought is given to safeguarding all members of the community.
- This policy applies to all staff including SMT, instructors, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of PHO (collectively referred to as 'staff' in this policy) as well as student and parents/carers.
- This policy must be read in conjunction with other relevant centre policies/guidance including, but not limited to: anti-bullying, prosocial behaviour, GDPR and data protection, staff behaviour and online safety
- This policy applies to all images, including still and video content taken by Path Hill Outdoors.
- All images taken by Path Hill Outdoors will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:
  - o fairly, lawfully and in a transparent manner
  - o for specified, explicit and legitimate purposes
  - o in a way that is adequate, relevant and limited to what is necessary
  - o to ensure they are accurate and up to date
  - o for no longer than is necessary
  - o in a manner that ensures appropriate security
- The Director and SMT are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

#### Parental consent

- Written permission from parents or carers will always be obtained before images and/or videos of student are taken, used or published.
- Parental permission will be sought on admission to PHO and at other times as required.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all current, relevant images will be removed and disposed of and the record will be updated accordingly.

#### Safety of images and videos

- Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training, including explicit guidance on mobile phone use in our Online Safety Policy.
- All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Images will not be kept for longer than is to be considered necessary. The Director and SMT will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All images will remain on site, unless prior explicit consent has been given by Director and/or DSL and the parent or carer of any student or young person captured in any photograph.
- Should permission be given to take any images off site then they will be kept securely in an easily identifiable file eg named and dated, with appropriate protection.
- Any memory stick or storage device containing images of student to be taken offsite for further work will be suitably protected.
- The Director and/or DSL reserves the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Any apps, websites or third-party companies used to share, host or access student's images will be risk assessed prior to use. See DPIA
- PHO will ensure that images are held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable student protection requirements, if necessary, are in place.
- Photographs will be disposed of should they no longer be required. They will either be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Director and/or DSL and the parent/carer.

#### **Publication and sharing of images and videos**

- Images or videos that include student will be selected carefully for use, for example only using images of student who are suitably dressed.
- Students' names will not be used on the website or other publication, for example newsletters, social media channels.
- PHO will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

#### **Safe Practice when taking images and videos**

- Careful consideration is given before involving young or vulnerable students when taking photos or recordings, who may be unable to question why or how activities are taking place.
- PHO will discuss the use of images with students and young people in an age-appropriate way.
- A student or young person's right not to be photographed is to be respected. Images will not be taken of any student or young person against their wishes.

- Photography is not permitted in or around the toilets.

### **Use of Closed-Circuit Television (CCTV)**

- All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose; in accordance to Wansview's privacy notice and data protections policies.
- Regular auditing of any stored images will be undertaken by Director/DSL or other member of staff as designated by the leadership team.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
- CCTV cameras will be appropriately placed within the setting.

### **Use of webcams**

- Webcams are not used by students, unless for special circumstances previously arranged with parents/carers. E.g to attend an Annual Review meeting or speak to a professional.
- When staff use webcams for online professional meetings, the camera will be positioned so that no students or other staff can be seen online, unless in pre-arranged circumstances mentioned above. Staff will use backgrounds when on online meetings.

### **Use of photos and videos of student by others**

#### Use of photos and videos by parents/carers

- Parents/carers are only allowed to take photographs or make recordings of designated areas of the site and/or of their own child, for reasons pre agreed with the Director/ DSLs, such as photos of the site to aid a student's transition.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the Director/DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by PHO and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

#### Use of photos/videos by students

- PHO will discuss and agree age-appropriate acceptable use rules with student regarding the appropriate use of cameras, such as places student cannot take the camera, for example unsupervised areas, toilets etc.
- Student mobile phones are prohibited onsite, unless for special pre agreed circumstances. The use of personal devices e.g., mobile phones, tablets, student's own digital cameras, is covered within PHO's Online Safety policy.

- All students must be appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the student by encouraging them to ask permission before they take any photos.
- Photos taken by students for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- Photos taken by students for official use will be carefully controlled by PHO and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by students and the images themselves will not be removed from the setting.


#### Use of images of students by the media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's, or other relevant media, requirements can be met.
- A verbal/written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

#### Use of external photographers (this may include volunteers such as staff or parents)

- External photographers who are engaged to record any events will be prepared to work according to the terms of the settings online safety policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
- Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to student and young people

#### **Reviewed by**

A handwritten signature in black ink, appearing to read 'Julia Warwick', written in a cursive style.

**Julia Warwick- Director    September 2025**

## Path Hill photographic, filming & transport consent form

Student or young person's name:.....

Please note: If you do not wish the person named to have their photograph taken, be filmed or transported by car by employees of Path Hill Outdoors, please feel free to decline/ leave blank.

Photographs and film are used for a variety of reasons including evidence of learning, coaching to improve technique and for promotional purposes such as the Path Hill website.

- I hereby agree and give consent to my student's photograph being taken or being filmed, on the understanding that it may be used in full or part for publicity purposes by Path Hill Outdoors.
- I hereby agree and give consent for Path Hill Outdoors to use any photos for the purposes of producing; Photo Books, portfolios and Reports.
- I hereby agree and give permission for Path Hill staff to transport my student for the purpose of offsite visits and field trips.

Please state your relationship with the named person.....

Signature \_\_\_\_\_

Printed name \_\_\_\_\_

Date \_\_\_\_\_

**GDPR Compliance** – We will keep this information securely for a maximum of five years from the date the student leaves Path Hill. After this time all data will be destroyed.

Please refer to our privacy policy on our website [www.pathhill.com](http://www.pathhill.com) for additional information