

## University of Birmingham School Media Consent Policy

<b>Review Frequency</b>	Annually	<b>Review date</b>	
<b>Governing Committee Responsible</b>	Pastoral Liaison	<u>Approved (date)</u>	Next Due July 2016
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<b>Staff Responsible</b>	M Roden	<b>Date Produced</b>	14 May 2015

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At the University of Birmingham School we refer to <b>Pupils</b> (who are in Years 7-11 and aged 11-16) and <b>Students</b> (who are in Years 12/13 and aged 17-18)	

## **1 Introduction**

- 1.1 At the University of Birmingham School there will an enormous range of activities on offer for our pupils.
- 1.2 We would like to record many of these events such a school play, Sports Day, Annual Presentation Evening or on a School trip, so that we can celebrate these exciting occasions.
- 1.3 The resulting images may be used:
  - a) in our school prospectus;
  - b) the end of term newsletter;
  - c) other printed publications;
  - d) on our school website;
  - e) in the e-newsletter;
  - f) on one of our School plasma screens;
  - g) on display boards around the school.
  - h) for school records and individual and/or group/class photographs.
- 1.4 We also make video or webcam recordings for school occasions, for Staff training purposes or where there is a practical element to curricular assessment, for example in Performing Arts or PE.
- 1.5 This list is not exhaustive and it may be necessary to deal with individual and unusual events on a one- off basis.
- 1.6 Given the high profile of the School, it is likely that we will be visited by the media.
- 1.7 They might want to photograph or film a significant event, or celebrate a particular achievement e.g. examination success in the summer.
- 1.8 These photographs and films will invariably feature pupils from the University of Birmingham School and they might appear in the local or national press, or feature on local or national television.
- 1.9 To protect our pupils and students interests and to comply with the Data Protection Act, on entry to the School parents and carers will be ask to give consent for the use of photographs and imagery to be used by the School.
- 1.10 Current advice suggests that we must obtain parental consent before any photographs or imagery of a pupil are taken where these are likely to be used in a publication or displayed by the School in a public place.
- 1.11 This does not apply to publication of images where the subject cannot reasonably be identified.
- 1.12 Photographs or imagery of pupils may be taken by the school and other educational organisations or the press with official school permission.

## **2 Publication of Names with Images**

- 2.1 In printed publications and on the School's website, intranet or learning platform images of pupils will not usually be accompanied by the publication of the pupil's full name.
- 2.2 However, first names may be used.

- 2.3 A pupil's full name may be used with their photograph in limited circumstances, for example to celebrate academic or sporting success.
- 2.4 Images published by the Press:
- a) The Press usually require a photograph to be accompanied by the pupil's full name.
  - b) However, the school will seek an undertaking from the Press that a pupil's full name is not used if their image is used on a website (for example a local newspaper's website).
- 2.5 Images published on television:
- a) While it is rare for television companies to film school events, parental consent will also apply to television images where a student can be identified.
  - b) However, specific permission will be sought relating to each event filmed before a pupil's full name is used on television in conjunction with his/her image.
- 2.6 Images published with school consent by other third parties:
- a) the school will not usually give consent to third parties for the publication of a pupil's image together with his/her full name.
  - b) Exceptions might include the publication of photographs of a school event taken by commercial photographers and available from their website.
  - c) In such cases, it is the responsibility of the third party to inform subjects that their consent for publication where the subject is identified is assumed.
- 2.7 This policy does not apply to unofficial/unauthorised photographs and videos of school events taken by parent/carers and others. These are outside the control of the school.
- 2.8 Please note that in relation to some events, a consequence of not including a pupil in photography may be that they are not easily able to take part in the event itself.
- 2.9 This is something that the School would discuss with you at the appropriate time if necessary.
- 2.10 Your decision on whether to give consent is valid for the whole of your son/daughter's time in the School, unless you notify the School to the contrary in writing.
- 2.11 If you do not indicate whether or not you give permission your consent is assumed.