



Mobile Phone, Camera and Image Policy and Procedure

Endeavour Multi Academy Trust

DOCUMENT CONTROL		
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Summer Term 2024	V1.0	New policy drafting to be used by all Endeavour MAT Schools
03/05/2025	V2.0	Scheduled review – no changes

Mobile Phones & Communication Devices

Aim

The welfare and well-being of our pupils is paramount. The aim of the Mobile Phone, Camera and Image Policy is to allow users to benefit from modern communication technologies, whilst promoting safe and appropriate practice through establishing clear and robust acceptable mobile user guidelines. This is achieved through balancing protection against potential misuse with the recognition that mobile phones are effective communication tools.

It is recognised that it is the enhanced functions of many mobile phones that cause the most concern, offering distractions and disruption to the working day, and which are most susceptible to misuse - including the taking and distribution of indecent images, exploitation and bullying. However, as it is difficult to detect specific usage, this policy refers to ALL mobile communication devices.

Procedures

- To minimise any risks, all personal communication devices must not be used where children are present.
- Procedures are in place to ensure safe and secure storage of practitioners' personal belongings including mobile phones. It is recommended that personal mobile phones are security marked, password protected and insured.
- Visitors, including other professionals, contractors and parents/carers are made aware by signs and verbal reinforcement that they are not to use their mobile phone whilst in the building.
- Under no circumstances are images, videos or audio recordings to be made without prior explicit written consent by the Designated Safeguarding Lead. This includes video conferencing.
- Personal mobiles may be used in designated areas at break times.
- Staff are advised to provide their workplace contact number to their family members, own children's school/setting for use in the event of an emergency.
- Endeavour Multi Academy Trust or any of its schools will not be held responsible for any loss or damage of personal mobile phones.

Work Mobiles

Any school mobile is covered under this policy. Endeavour schools hold their own list of who is issued with a work mobile phone.

All work mobile phones must be security coded and used only for school business.

When this is the only source of communication effective security procedures will be in place to guard against misuse.

Personal Mobile Communication Devices (for primary schools only include all Electronic Devices with Image Sharing Capabilities)

Staff

- Staff in all phases are not permitted to make/receive calls/texts during contact time with children.
- Staff should have their phones on silent or switched off and stored securely in a designated area during class time.
- Mobile phones should not be used in a space where children are present.
- Use of phones should be limited to non-contact time when no children are present e.g in office areas, empty classrooms and the staffroom.
- It is advised staff use effective security procedures to protect their phone.
- Staff are not permitted to use recording equipment on their mobile phones, for example: to take recordings of children, or sharing images.
- Legitimate recordings should be captured using school equipment such as cameras and iPads.
- Exceptions where it may be necessary for staff to have their personal mobile phones:
 - SLT
 - Safeguarding/emergencies (risk assessments will be in place)
 - Trips/off site
 - During exams between Invigilator and Exams Officer
 - Exceptional circumstances such as to take a medical call (consent must be granted by the Headteacher or Deputy in their absence)

Students

We recognise that mobile phones are part of everyday life for many children and that they play an important role in helping pupils to feel safe and secure. We also recognise they can prove a distraction within school and can provide a means of bullying or intimidating others. If in the rare event of a parent wishing for his/her child to bring a mobile phone to school to contact the parent after school:

- The phone must be switched off and handed in to the office first thing in the morning.
- Mobile phones found in lesson time and used without permission will be confiscated and returned at the end of the day.

Parents/Carers/Visitors/Governors

Are expected to follow the same mobile phone policy which relates to staff whilst on the premises.

Including:

- The use of any photographic equipment by staff, parents or visitors must be with the consent of the Headteacher.

- The Headteacher will have the authority to challenge anyone using photographic equipment without prior consent.
- Parents and carers are not covered by GDPR if they take photographs or make a video recording for their own private use. They are only permitted to take photographs or make a video recording of their own children.

Camera and Images

Aim

To safeguard children by promoting appropriate and acceptable use of photographic equipment and resources for storing and printing images.

Procedures

- Consent is required under the Data Protection Act 2018 as images are considered to be personal data.
- All images are to be stored and disposed of in line with Data Protection Act 2018.
- If images are to be stored for a short period of time they will be password protected on a computer storage device.
- Security procedures will be monitored and reviewed regularly by the Senior Management Team. The security procedures include protection against theft of equipment and computer security.
- Consent forms must be signed by parents/carers with parental responsibility when they register their child with the school and copies of the consent forms should be provided for the parents.
- Images will not be used for anything other than the agreed purposes unless additional consent is obtained.
- Photographs will be appropriately disposed of should they be no longer required. This could include giving the images to parents, deleting or shredding.
- Where group photographs of children are taken, written permission will be obtained from all parents /carers who have the right to refuse.
- The purpose and context for any proposed images will always be considered to decide whether a photograph or video are the most appropriate method of recording the information.
- The purpose of taking any images will be clearly explained for example marketing of the business, prospectus, website, or local newspaper, use in display and to document children's learning.
- Each reason will be clearly explained and agreed with an option for parents/carers to refuse any or all of the discussed uses and to withdraw consent at any time. Any consent will be reviewed on a regular basis and at least annually.
- Consent for the use of images applies to adults as well as children.
- A child's full name will not appear alongside their photographs particularly if the images could be viewed by the general public.

Use of a Professional Photographer

- Only a reputable photographer who can provide evidence of authenticity will be used. Their photographic identity will be checked on arrival.
- They will be viewed as visitors therefore appropriate supervision will be in place at all times to ensure no unsupervised access to children. They will be supervised by a person who is in regulated activity.
- They will be asked to sign an agreement to ensure that they comply with Data Protection requirements, to agree that images will only be used for the agreed specified purpose and not be disclosed to any third person.

Digital Photo Frames

- If used to display slide shows of children, consent will be obtained from parents and carers.
- Images of children will be purposeful and show them in an appropriate context.
- Careful positioning of photo frames will be considered as they are often displayed in the most public areas i.e reception area.

Safeguarding

Any concerns regarding mobile phone, camera and image capturing must be reported to the Headteacher and DSL. Appropriate actions will be taken in line with the school's Safeguarding Policy and relevant guidance.

All schools are expected to have their own procedural documents that are reviewed in line with current policy and legislation.

Appendix 1 Code of Practice



Code of Practice

This Code of Practice specifies the manner in which Endeavour Schools will use and make available photographic images of pupils. In using materials of school age children for its purposes the school will always ensure that parental permission has been given via Photography and Digital Image Consent Forms.

Images will be used under the following conditions:

1. Images will only be used with the written consent of a parent/carer.
2. Group photographs will primarily be used in media coverage (including social media) and on the school website.
3. Photographs of pupils in swimwear will not be taken during swimming lessons. Where such photos are taken during outward bound activities these will be available to the pupils' parents/carers only and not displayed in any form.
4. Images to which a parent/carer has objected to in writing will not be used again in any form.
5. Personal details such as a pupil's name, age, home address or telephone number will not be used with any photograph published in media coverage. In exceptional circumstances where we may wish to do this, we will contact parents/carers to discuss this.
6. Pictures of pupils or images of pupils labelled with any personal details will not be published online.
7. Pictures of pupils used in school may be labelled with the pupil's name only.
8. If requested by the parent/carer, only the side or rear views of pupils will be used if to be published.
9. Photographs or videos of pupils taken by parents, carers and friends during school events will be for personal use only and MUST NOT be placed on social networking sites or the internet. This includes photos taken at Sports Day, Christmas Plays, Carol Services and End of Year Presentations. Parents must be mindful of the fact that excessive taking of photos can affect the enjoyment of other parents/carers who have come to watch their children.
10. Parents/carers who do not wish their children to be videoed or photographed taking part in school events will need to discuss this with the school prior to the event.