



The ReConnect Programme

Photo & Media Policy

1. Introduction

At The ReConnect Programme, we recognise the power of photography, video, and digital media to celebrate achievement, showcase creativity, and record learning journeys. We regularly capture images and footage of students engaging in activities across our creative, vocational, and academic strands.

We also understand that photography and digital recording carry important responsibilities regarding privacy, consent, and safeguarding. This policy sets out how we safely and respectfully manage all image and media use at The ReConnect Programme.

2. Purpose of this Policy

This policy ensures that:

- All photography and media use respects the rights, dignity, and safety of every young person.
 - Parents, carers, and students understand how and why images may be used.
 - Staff and visitors follow clear procedures for obtaining and storing consent.
 - The programme meets its safeguarding, data protection, and privacy obligations.
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3. Legislative and Statutory Framework

This policy is informed by:

- UK General Data Protection Regulation (UK GDPR) and Data Protection Act 2018
 - Keeping Children Safe in Education (2025)
 - Children Acts 1989 and 2004
 - Human Rights Act 1998 (Article 8 – right to privacy)
 - Education and Inspections Act 2006
 - DfE: Data Protection: Toolkit for Schools (2018)
 - Safeguarding Vulnerable Groups Act 2006
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4. Principles

We believe that:

- Every learner has the right to privacy and protection from inappropriate use of their image.
 - Consent must be informed, specific, and voluntary.
 - Photos and recordings must be used sensitively and respectfully, celebrating achievement without exploitation.
 - Digital images are personal data and must be processed securely.
 - Images should reflect diversity, inclusion, and equality across our community.
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5. Scope

This policy applies to:

- All staff, students, volunteers, and visitors to The ReConnect Programme.
 - Any form of image or video captured on-site, off-site, or during ReConnect activities (e.g. trips, performances, or vocational projects).
 - Any device used, including cameras, phones, tablets, or professional recording equipment.
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6. Consent

Before taking or using any photographs or recordings of students, The ReConnect Programme will:

- Seek written consent from parents or carers (and from the student if they are over 13, or considered mature enough to understand).
- Clearly explain where and how images may be used (for example: internal displays, websites, social media, or press releases).
- Respect the right of any parent, carer, or student to withdraw consent at any time.
- Record and store consent forms securely in line with our Data Protection Policy.

Consent is renewed annually or when significant changes occur in how we use media.



7. Use of Images and Media

Images may be used for:

- Celebrating student achievement and learning.
- Educational evidence such as portfolios and assessment.
- Promoting The ReConnect Programme through print or digital media.
- Documenting projects, exhibitions, or performances.

We will:

- Use only first names (or none at all) when publishing images online.
- Avoid including any information that could identify a student's location.
- Never use images that may cause embarrassment, distress, or risk to a young person.
- Ensure group photos are taken where individual identification is limited, unless specific consent has been given.

Images for external use (e.g. press or partner organisations) will only be shared with written approval and in line with our data-sharing protocols.



8. Storage and Security

- All digital images are stored on secure, password-protected systems or encrypted drives.
 - Images are only accessible to authorised staff.
 - Photos will not be kept for longer than necessary; they will be deleted or securely archived in line with our Data Retention Schedule.
 - Staff must never store or share photos of students on personal devices or social media accounts.
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9. Student and Staff Use of Cameras

Students

Students may occasionally take photos or videos as part of learning activities (for example, documenting artwork, filming a music performance, or recording a bike mechanics project). They must:

- Obtain permission from staff before taking photos.
- Only photograph their own work or group activities, not other students, unless consent has been given.
- Not share or post images of others online.



Staff

Staff must:

- Use ReConnect devices or authorised equipment whenever possible.
 - Ensure consent has been checked before taking or sharing photos.
 - Transfer all images to the secure network immediately after use.
 - Delete any copies from personal devices once uploaded.
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10. Visitors, Contractors, and External Agencies

Visitors (including journalists, photographers, and contractors) may only take photos on-site with prior written permission from senior staff. They must:

- Be supervised by staff at all times.
 - Follow the same safeguarding and consent rules as ReConnect staff.
 - Share copies of all images taken, if required, for safeguarding or record-keeping purposes.
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11. Social Media and Publicity

We may share approved photos and videos through official ReConnect social media pages, websites, and publications.

When doing so:

- We use positive, respectful language.
- We avoid tagging or identifying students directly.



- We follow our Social Media Policy and Safeguarding Policy at all times.

Staff and students are reminded that unauthorised sharing of images from ReConnect activities on personal social media is not permitted.

12. Safeguarding and Reporting Concerns

Any concerns about the use of images or potential misuse must be reported immediately to the Designated Safeguarding Lead (DSL).

Examples include:

- Images being shared without consent.
- Inappropriate or exploitative use of photos.
- Unauthorised recording of students or staff.

The DSL will review and respond in line with our Safeguarding and Child Protection Policy.

13. Review and Monitoring

This policy will be reviewed annually or following any significant incident or change in legislation or guidance. Feedback from staff, students, and visitors will be considered to continuously improve safety measures.

Reviewed by: Chris Sodey CEO of The ReConnect Programme Date: 5/5/25