



Website, Image, Photography & Video Policy

Updating Policy Procedure

When a policy is due for review it will be emailed to the reviewer who will revise and highlight those updates and return the policy in full with the highlighted updates back to the Administrator.

When a policy reviewer becomes aware of *any updates* they will ask the Administrator to email the policy to them and follow the above procedure.

A policy is a statement of intent and the guidelines we follow, that is adopted by the Fortuna and Athena Federation's Governing Body.

Policy Reviewed by:

Daniel Horry – Athena
Colin Saunders – Fortuna

Updated on:

January 2023

Date to be reviewed:

January 2024

Date ratified at FGM:



Access and Approval

The website administrator and members of the senior management team have full access to the school website. By default, all pages can be locked for editing by the website administrator and members of the senior management team only, however, authorised users can edit pages specific to them in order to keep their area of the website updated. All users will adhere to this policy when editing their web page of the website.

The website administrator and senior management team have full control over adding new pages to the site. Users have to request a new page, which can then be created and unlocked for editing by the individual user.

All content for publication to the website will only be published in accordance with the requirements laid out in this policy.

Permission for use of children's photographs and work on the website

Parents, legal guardians or social workers sign to consent to the school's use of photographs on the website as part of the application when registering for school. The policy can be viewed on the school website or a paper copy provided on request.

Names, pictures and content

Staff names will be published as their title and last name, e.g. Mr. Smith. No names of children will be used on the website.

Any text written by pupils will be reviewed before inclusion to ensure that no personal details are included that could lead to the identification of the pupil e.g. membership of after school clubs.

All written work will be reviewed to ensure that it is appropriate. Written work will also be checked to ensure (as far as possible) that no copyright or intellectual property rights are infringed.

All written material will be checked for its suitability for its intended audience.

Links to external websites will be checked thoroughly before inclusion on the school website. The sites will be checked for the suitability of their content for their intended audience, however the school cannot be responsible for the content of external links.

Parents and staff may withdraw consent at any time by contacting the school.

When the school photographer is used, they will follow this policy.

Safeguarding Children

To ensure all pupils are safeguarded, the school ensures that visitors to the website cannot link images of pupils to the names of pupils.

No details about pupils or their families is ever published on the website.



The right click facility on Fortuna School's web site is disabled to prevent the cutting, pasting or saving of content. Staff should be mindful however that any images on the Internet are not truly safe and copies can be made, if someone is determined to do so.

Website Privacy Notice

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

What information do we collect?

We may collect, store and use the following kinds of personal data:

1. Information about your visits to and use of this website;
2. Information about any transactions carried out between you and us on or in relation to this website;
3. Information that you provide to us for the purpose of registering with us, and/or leaving guestbook comments, and/or subscribing to our website services and/or email notifications.

Information about website visits

We may collect information about your computer and your visits to this website such as your IP address, geographical location, browser type, referral source, length of visit and number of page views. We may use this information in the administration of this website, to improve the website's usability, and for marketing purposes.

We use cookies on this website. A cookie is a text file sent by a web server to a web browser, and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may send a cookie which may be stored by your browser on your computer's hard drive. We may use the information we obtain from the cookie in the administration of this website, to improve the website's usability and for marketing purposes. We may also use that information to recognise your computer when you visit our website, and to personalise our website for you.

Most browsers allow you to refuse to accept cookies. (For example, in Internet Explorer you can refuse all cookie by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector.) This will, however, have a negative impact upon the usability of many websites.

About cookies and web storage

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored on your computer/device by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user



before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

Web storage, is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored on your computer/device by the browser. Web storage supports persistent data storage, similar to cookies but with a greatly enhanced capacity and is more secure

Cookies and web storage that we use

We use cookies for the following purposes:

Authentication - we use cookies to identify you when you visit our website and as you navigate our website (cookies used for this purpose is: sessionid).

Status - we use cookies [to help us to determine if you are logged into our website (cookies used for this purpose is: sessionid)

Security - we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally (cookies used for this purpose is: csrftoken)

Analysis - we use cookies to help us to analyse the use and performance of our website and services (cookies used for this purpose are: style and piwik visitor)

Cookie consent - we use web storage to store your preferences in relation to the use of cookies more generally (web storage used for this purpose is: cookiecheck)

Cookies used by our service providers

Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

We use YouTube to embed YouTube videos. This service uses cookies for YouTube embedded videos to run correctly. You can view the privacy policy of this service provider at <https://policies.google.com/technologies/cookies>



Managing cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

(Chrome) <https://support.google.com/chrome/answer/95647?hl=en>

(Firefox) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

(Opera) <http://www.opera.com/help/tutorials/security/cookies/>

(Internet Explorer) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

(Safari) <https://support.apple.com/kb/PH21411>

(Edge) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>

(Edge). Blocking all cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use all the features on our website.

Data Protection Act

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes will require the consent of either the individual concerned or in the case of pupils, their legal guardians. The definition of a public place includes areas where visitors to the school have access.

We gain the permission of all the people who appear in the photograph, video or web cam image before you record the footage. That means adults as well as children.

We must make it clear why we are using that person's image, what we will be using it for, and who might want to look at the pictures. This can be addressed in the school's policy and parental consent form.

Appropriate use of images in school and on newsletters

At the Fortuna and Athena School Federation the following rules on the use of photographs are in place and parents are asked for consent:

- No child's names will be used on any photograph.
- Only use images of children in suitable dress to reduce the risk of inappropriate use.
- Images are stored securely and used only by those authorised to do so.

Only use images of children and staff that we have gained consent for.



Newspapers

The use of photographs in newspapers is already subject to strict guidelines. We will not allow journalists to interview or photograph a child under the age of 16 in the absence of or without the consent of a parent or other adult who is responsible for the children.

Pupils must not be approached or photographed while at school without the prior consent of the parent/carers.

Filming Events

No filming by parents, carers or visitors is allowed at the Fortuna and Athena School Federation at any time.

The only time events will be filmed will be by school and this will be displayed in the foyer where prior consent has been agreed. No copying of this content is permitted at any time.

Camera phones

At Fortuna School the use of camera phones are not allowed. At Athena School the pupils are allowed camera phones on their journey to school, as long as they are used correctly. These are placed in a locked box and kept in a locked cupboard in the classroom once at school. These are returned to the pupil at the end of the day. This is a privilege and not a right and can be removed at any time.

No phones are permitted to be used by visitors in school, this includes visiting contractors, educational tutors or other professionals.

We will remind parents annually that they have a right to withdraw consent at any time regarding their child's images used by school.

Web-Based Texting Facility

The Fortuna and Athena School Federation website has the facility to send group texts to staff and groups. This facility will be used to contact staff in the following instances:

- An unplanned school closure, e.g. a closure due to severe weather or building damage.
- An unplanned alteration to the school timetable that may require advance preparation.
- As a reminder for planned alterations to the school timetable, e.g. the times and locations for training after a school holiday.

Parents will be contacted in the following instances:

- An unplanned school closure, e.g. a closure due to severe weather or building damage.
- As an invitation to attend whole school event, e.g. Celebrations, meetings and training.

Texts will be sent by or under the instruction of the Head of School. Staff can make a request to the Head of School for a group text to be sent. Only the website administrator and senior management team have access to this service.



F E D E R A T I O N

In order to minimise intrusion into staff and parent/carer's personal time, this service will be used sparingly and only between 7am to 7pm. This service can be opted out of by contacting the school office.

Please read the data protection policy; the information sharing and confidentiality policy, child protection policy, online policy and computing policy.

Website Disclaimer

We are committed to safeguarding the privacy of our website visitors and service users.

This policy applies where we are acting as a data controller with respect to the personal data of our website visitors and service users; in other words, where we determine the purposes and means of the processing of that personal data.

Our website incorporates privacy controls which affect how we will process your personal data.

In this policy, "we", "us" and "our" refers to our above school name only.

This document was created using a template from SEQ Legal (<https://seqlegal.com>).

How we use your personal data
in this Section we have set out:

- the general categories of personal data that we may process;
- the purposes for which we may process personal data;
- and the legal bases of the processing.

We may process data about your use of our website. The usage data includes your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. This usage data may be processed for the purposes of analysing the use of the website. The legal basis for this processing our legitimate interests, namely monitoring and improving our website.

We may process information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters. The notification data may be processed for the purposes of sending you the relevant notifications and/or newsletters. The legal basis for this processing is to keep you updated.

We may process information contained in or relating to any communication that you send to us. The correspondence data may include the communication content. The correspondence data may be processed for the purposes of communicating with you and record-keeping. The legal basis for this processing is our legitimate interests, namely the proper administration of our communications with users.

We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate



interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.

We may process any of your personal data identified in this policy where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice. The legal basis for this processing is our legitimate interests, namely the proper protection of our school against risks.

In addition to the specific purposes for which we may process your personal data set out in this Section 3, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

Please do not supply any other person's personal data to us, unless we prompt you to do so.

Retaining and deleting personal data

This section sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.

Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

Notwithstanding the other provisions of this section, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

Your rights

In this Section, we have summarised the rights that you have under data protection law. Some of the rights are complex and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.

Your principal rights under data protection law are: the right to access;
the right to rectification;
the right to erasure;
the right to restrict processing;
the right to object to processing; the right to data portability;
the right to complain to a supervisory authority; and the right to withdraw consent.

You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data.

You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.



In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you object to the processing under certain rules of applicable data protection law. However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.

In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise, or defence of legal claims.

You have the right to object to our processing of your personal data for scientific or historical research purposes or statistical purposes on grounds relating to your particular situation, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.