

PARENT & GUARDIAN PHOTOGRAPHY & SOCIAL MEDIA POLICY

Privacy • dignity • responsible sharing

1. Introduction & Purpose

Modern British Academy uses photography, video, and social media to celebrate student achievement, document school life, and keep our community connected. This policy explains how the school uses images of your child, how you can manage your consent, and what we ask of every family to help protect the privacy and dignity of all children in our community. Parents and guardians play an essential role in protecting the privacy and dignity of every child in our community - their own. The guidance below applies at school events, on school premises, and in any online space connected to the school (including parent communication groups).

4.1 Taking Photographs & Videos at School Events

1. Parents are welcome to photograph or film their own child at school events such as assemblies, concerts, and sports days.
2. Please be mindful that other children will appear in the background of many photographs and videos taken at school events. Avoid taking images that are focused on, or clearly identify, a child other than your own.
3. Some families have specifically requested that their child not be photographed or filmed. The school will make reasonable efforts to identify such students at events (e.g., through seating arrangements), and we ask parents to cooperate with any instructions given by staff on the day.
4. Photography and filming are not permitted in changing rooms, restrooms, or during any activity where students' safety, dignity, or privacy could be compromised.

4.2 Sharing Photos & Videos on Personal or Family Social Media

5. Please do not post, tag, or share photographs or videos that identify a child other than your own on personal social media, family group chats, or any public platform, without that family's explicit permission.
6. If you are unsure whether an image is appropriate to share, the safest approach is not to share it, or to crop the image so that only your own child is visible.
7. The school's own use of student images is governed by the consent you provide under Section 2 of this policy; this is separate from, and does not authorize, sharing by other parents on personal accounts.

4.3 Parent Communication Groups

8. Parent communication groups (e.g., class WhatsApp groups) are a helpful way to stay connected, but they are not official school channels and are not monitored by the school in real time.
9. We ask all parents to keep these groups respectful, on-topic, and free from the sharing of other students' images, personal information, or unverified concerns about staff or students.
10. Concerns about a staff member, another student, or an incident at school should be raised directly with the school through official channels, not discussed in parent groups.

4.4 Consent, Questions & Concerns

11. To provide, review, or withdraw your consent for your child's photograph or video to be used by the school, please contact the school office in writing at any time.
12. If you believe a photograph or video involving your child has been used inappropriately, or that this policy has not been followed, please contact the ICT & Data Coordinator or the Principal directly.

A simple guide: photograph your own child freely, ask before sharing anyone else's, and use the school office as your first point of contact for anything else.

