



IAPS Media Policy

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Our statement

Throughout this policy, “media” refers to the capture of images in any form including, but not limited to, photography, video footage, live streaming and the use of social media.

This policy sets out IAPS’s approach to the use of media supplied to the Association by member schools, and the use of media by IAPS staff and professional photographers at events.

It outlines the key principles we adhere to in managing the receipt, use, and publication of such media.

It does not cover the use of media by individual schools at IAPS events; member schools are advised to determine their own school policy based on statutory guidance, good practice and the specific needs of their school environment, for such events.

Publishing media

As part of our service to member schools, any media supplied to us or captured at events by IAPS staff and/ or professional photographers is used to promote the work of the Association and the benefits of membership.

We may publish such media as follows:

- on the IAPS website
- on any of the official IAPS social media accounts

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- within in-house publications, such as newsletters and event brochures

How we will use media

We never pass any media to third parties for their use, nor do we authorise their use in other publications. We will not use media for any other purpose without having first received confirmation that the consent of the pupil, or their parent(s)/guardian(s), has first been obtained.

The majority of the media used by IAPS is sent to the Association by member schools, with a request that they be publicised through our various communication channels. Occasionally, however, we may request the media from schools to help meet specific marketing needs.

IAPS will comply with its data protection obligations under its Data Protection Policy, in line with GDPR, when processing personal data in such circumstances.

Permissions and refusals

All schools should have their own policy in place covering the use of media.

Schools should handle images according to their obligations under GDPR. When a member school shares any media with IAPS, with an assumption that the media will be published, the Association reasonably assumes that the member school has passed on the media in good faith and in accordance with its own agreed policy on processing and sharing media.

IAPS will seek confirmation from member schools that the wishes of parents restricting or refusing the use of media including their children are respected when considering the use of media for marketing or information purposes.

IAPS will treat the member school as the Data Controller and will only process the data under the permissions granted by the school.

IAPS reserves the right to capture photography of pupils from member schools participating in events organised by the Association, but with the following caveats:

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- any such photography will be agreed in advance with relevant and appropriate staff at the organising and participating schools;
- IAPS staff will abide by the conditions set out in Section 5 when photographing pupils at Association events;
- any images captured that breach the conditions as set out in Section 5 will be immediately deleted, as will any on request by members of school staff attending events.

Media at IAPS Sport and Pupil Experience events

External professional photographers do not currently attend or cover any IAPS Sport and Pupil Experience events. IAPS staff and representatives may use different forms of media to capture images or video footage, which are for use by the Association in the ways listed in under our Data Protection Policy. [IAPS's Privacy Notice](https://iaps.uk/) can be found on our website: <https://iaps.uk/>

Media at IAPS Courses and Conferences

External professional photographers do not currently attend or cover any IAPS Courses and Conferences events. IAPS staff and representatives may use different forms of media to capture images or video footage, which are for use by the Association in the ways listed in our Data Protection Policy.

Appendix

Appendix 1: Safer images of pupils checklist

In order to build in a further safeguard, IAPS will adhere to the following checklist when publishing media which includes images of pupils at member schools:

- avoid close-up images of individual students, unless a pupil is being recognised for a specific individual achievement, and specific parent/ pupil consent has first been obtained;
- where possible, only use images of classroom or group activities;
- avoid inappropriate photography of pupils, eg IAPS will not publish images of pupils in swimming costumes at sport events except for those taken in the water;
- ensure electronic images are stored confidentially and securely and are accessed only by those IAPS staff with authority to do so;

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- never show, copy, or give an image to any unauthorised person;
- do not publish the full name of the school, unless the school has indicated it would like IAPS to do so
- avoid using the first and last name of a pupil and always ensure that parental/ pupil permission has first been obtained before publishing an image.