



# VISUAL AND PHOTOGRAPHY POLICY

[www.themcacademy.co.uk](http://www.themcacademy.co.uk)

Last Reviewed: January 2025  
Next Review: July 2025





### **Images featuring students**

Pictures, films, or any other type of images featuring students should only be taken with the students' permission.

### **Students taking pictures or videos**

Any student taking a picture or recording a video of another student **MUST** obtain the permission of all students included in the picture or video. The student who took the picture **MUST** delete it if the other students later change their mind or if it was taken without their permission. Disciplinary procedure could result from failure to comply.

### **Promotional materials**

Upon arrival or before, the MC Academy asks every student if they are happy for their picture to be used in advertising. Students have the option to opt in or out; those who wish to modify their preference should contact the school's reception.

### **Pupils who are younger than eighteen**

The MC Academy will obtain permission from both the parent and student if at any time it wishes to use images featuring students under 18 years of age. Only with the permission of the parents and students will the MC Academy use the pictures. If a staff member believes that the MC Academy does not have permission to use an image, the MC Academy may ask students under the age of 18 to leave the picture.

### **Withdrawing consent**

If a student (or parent of an under-18 student) wants to revoke their authorization for the MC Academy to use their image for promotional reasons, they can do so by contacting [dos@themcacademy.co.uk](mailto:dos@themcacademy.co.uk). They should specify who the withdrawal of consent is intended for and provide specific details of which photograph they are referring to, and where it is used.

