

# SchoolPhotoPRO® Code of Conduct

## 1. General

- 1.1. SchoolPhotoPRO Ltd., hereafter referred to as SPP, was established in 2006 to promote high standards in the school photography industry.
- 1.2. The aim of our Code is to provide a guide to the conduct of our members and to promote high standards within our industry.
- 1.3. Associate membership of SPP is restricted to individuals or companies engaged in the production of images for the school photographic market, hereafter referred to as Associates.
- 1.4. Associates agree to give customers the opportunity to supply feedback (via e-mail or paper) to SPP after delivery of finished prints or products.
- 1.5. Associates shall accept the 12 sections of this Code of Conduct and ethics as their own.

## 2. Member identity

- 2.1. Our member will wear an SPP ID card all all time while on your premises. Please check the expiry date of the membership card carefully and report any issues to the email address below.

## 3. Employed Photographers

- 3.1. Associates who employ photographers will only use SPP 'registered' members as a minimum requirement.

## 4. Advertising

- 4.1. Advertising shall be clear and honest and in accordance with statutory and common law requirements, the British Code of Advertising Practice and the British Code of Sales Promotion Practice.
- 4.2. The prices of goods and services shown in any promotional material addressed to the public shall include VAT.

## 5. Duty of Care

- 5.1. Associates pledge to observe the highest standards of integrity in all transactions, avoiding the use of false titles, confusing or inaccurate technical terms or descriptions and misleading claims.
- 5.2. Associates will at all times endeavour to produce only those photographs and services which will enhance their prestige and to apply their best efforts on behalf of the schools.
- 5.3. The photographer will adhere to all appointments and arrangements for the photography unless there are mitigating circumstances in which case they will use their best endeavours to find a replacement who will nonetheless be bound by this Code.

## 6. Health and Safety

- 6.1. Our member will setup their equipment in a safe and responsible manner. They will secure as much as possible to reduce the chance of slips or falls. However, it is the schools responsibility to keep children not being photographed away from the photography area.
- 6.2. All our electrical is checked and Portable Appliance Testing (PAT) tested to conform to the HSE acts.

## 7. Insurance

- 7.1. Associates undertaking commercial activity in schools photography are to carry adequate Public Liability Insurance for a minimum limit of £2,000,000

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## 8. Child Protection Policy

- 8.1. Associates recognise the need to protect and safeguard children and their photographs.
- 8.2. Photographers will have been checked by the Criminal Records Bureau (CRB) and CRB Enhanced Disclosure certificates will be available for inspection.
- 8.3. Photographers must not have sole access to children; a school approved employee must be present at all times.
- 8.4. Photographers must not pass on or elicit personal information or contact details.
- 8.5. Photographers will not photograph a child when informed that a parent or guardian has not given their consent.
- 8.6. Photographers must treat all children with respect and sensitivity and will give clear and precise instructions regarding posing. While members will attempt not to have any physical contact with the children, reasonable adjustment of garments is often needed. This should be overseen by your school approved employee.
- 8.7. Photographers will not drink alcohol, smoke or use inappropriate language or gestures in front of children.
- 8.8. The Photographer will use their best endeavours to ensure that images of children are held securely which may include password protection of images and disabling of functions to prevent unauthorised copying of images.
- 8.9. The photographer will delete all images of a child when requested to do so by the child or their parent or guardian.
- 8.10. The Photographer shall not sell, trade or give any image of the child to the local, national or international press.

## 9. Data Protection Act

- 9.1. As required by the Data Protection Act 1998 all images are held securely and anonymously with strict security measures.
- 9.2. Order information, contact and payment details are held only to provide an audit trail confirming and validating the purchaser's identity.

## 10. Copyright

- 10.1. All images remain the copyright of the photographer.
- 10.2. Requests for images, for example by the school for the purpose of producing year books, will be evaluated on an individual basis and a license fee may be charged.

## 11. Contract

- 11.1. The agreement between the photographer and the school shall constitute a contract.
- 11.2. The contract shall clearly specify the date on which the photographs will be taken, the prices(s) that will be charged and the date by which photographs will be available.

## 12. Samples and References

- 12.1. The Photographer shall make available upon request samples which are true representations of the quality of the photographs that will be produced.
- 12.2. The school may ask for references from other schools/clients and reasonable requests shall not be refused.

END OF CODE