

Use of Images Policy

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1. Introduction

This policy details the rules governing photography and recording videos at Park Street C of E Primary School, the distribution of these photos & videos, and their publication on the internet. This Policy takes into consideration the requirements of the General Data Protection Regulation (May 2018). Taking photographs and video images of children's achievements and activities is a wonderful way of capturing a memory and promoting successes. This policy document explains, in detail, the school's requirement to obtain parental permission, while taking such images and the safeguards in place to ensure anonymity in their usage.

Typical Uses of Photographs/Videos at Park Street C of E Primary School:

- For assessment purposes
- Learning skills and feedback
- Performing arts including dance and movement, concerts, drama performances, community events, assemblies.
- Sports days and sports fixtures
- Media including newspapers and television
- Displays in the school of children's activities
- Staff training and professional development activities.
- Site security/CCTV
- School Newsletter and Curriculum News
- Publicity through the school website

2. Good practice in using photographic images

- Images are used only for their intended purposes
- If the full names of a child are used, no photograph will be used.
- In activities such as dance and gymnastics, the content of the photograph will focus on the activity and not on a particular child.
- Staff are only permitted to use school equipment for photography/video recording only (no use of personal devices).
- Images will be stored securely and used only by those authorised to do so
- Photographs of children who have left the school will not be used without additional consent and prior agreement (for example in the school prospectus).
- Ensure file names given to electronic images of children do not identify the child e.g. not Mary Jones.jpg
- Photographs of three or four children are more likely to also include their learning context.
- Use photographs that represent the diversity of the young people participating
- Report any concerns relating to any inappropriate or intrusive photography to the Headteacher.
- Remember the duty of care and challenge any inappropriate behaviour or language
- No images of the children will be used on social networking sites without prior consent.

3. School Website and Social Media Safeguarding

Any material published to the School website must be assessed to ensure it meets the following safeguarding rules:

- It must not feature any child whose parent/carer has not given consent.
- It must not offer any means of identifying a child by name.
- It must not in any way embarrass the school, children or staff involved. Photos & videos intended for the school website should be taken either by member of staff, or another person (typically a governor or volunteer) authorised by the Headteacher.
- No image of a child subject to a court order, or a vulnerable child, will be used.
- Avoid images that only show a single child with no surrounding context of what they are learning or doing,
- Do not use images that are likely to cause distress, upset or embarrassment.
- Only images of children suitably dressed will be used

4. Photography of children by parents

Parents, carers and family are invited into Park Street C of E Primary School for assemblies, performances, sports days and community events.

Parents are not covered by the General Data Protection Regulation if they are taking photographs or making a video recording of their own child for private use. Parents at Park Street C of E Primary School are therefore permitted to take photographs or make video recordings of their own child at school events, such as: Concerts, Sports Day, Assemblies and PTA led events in school. This may require staff to arrange a suitable time for photography, rather than this taking place during the event, so that other children are not included.

Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use. The General Data Protection Regulation considers an image of a child to be personal data and does not permit such photos or videos to be sold, put on public display or to be put on the internet. (Recording or photography other than for private use would require the consent of all the other parents whose children may be included in the images). Without this consent the General Data Protection Regulation would be breached.

For Health and Safety reasons, parents and family will be asked to remain in their seat when attending assemblies and school performances. This ensures that children are kept safe, the performance is not disrupted and children and staff are not distracted. We also ask that parents do not use flashlight, bulky or noisy equipment.

We consider only family and carers as the appropriate people to use cameras or video recorders at school events. To avoid embarrassment, please do not ask anyone else to take photographs or make recordings on your behalf. We ask that parents identify to staff, in advance, any family member whom staff may not recognise. People that school staff do not recognise may be asked to stop using a phone, camera or video recorder.

5. Photography of Staff

Photographs and video images of staff are classed as personal data under the terms of the General Data Protection Regulation. Therefore, using such images will require the consent of the staff member concerned. Parents are not permitted to photograph/film members of staff at Park Street C of E Primary School without consent.

6. Mobile Phones and SMART Watches

Staff use of mobile phones is not permitted for Photography – please see our Acceptable use Policy for expectations regarding Staff use of Mobile Phones in School.

Pupils are not allowed mobile phones or SMART watches with a camera at school. Parents are requested to speak to the Headteacher if in exceptional circumstances their child requires a mobile phone in school.

7. Parental Consent

On admission of a pupil to the school, parents/carers will be asked to sign a photography consent form in relation to their child being photographed at school or during school events. Parents will also be asked to give consent for use the images within school displays, newsletters and on the School Website.

Responses to the photography consent forms are collated and all staff are made aware of the results. It is important that staff familiarise themselves with this information. If parents withhold consent for certain aspects of photography in relation to their child, this must be respected.

Where children are 'Looked After' schools must check consent on the corporate parent's behalf with the social worker and there may be other situations, (in adoption placements or following a resettlement from domestic violence for example), where a child's security is known by the class teacher to be at stake, indicating the need for extra care.

Families retain the right to withdraw consent at any stage, but they need to do so in writing.

8. The storage and retention of photography

Any digital images taken will be securely stored on the school network. All digital devices will be cleared of images on an annual basis. Any digital photography stored on the school network will be saved until the cohort of children leave school (at the end of Year 6). Where visual images however form part of the historical records of the school these may be retained for an indefinite period of time.

Printed photography must be maintained securely for authorised school use only and disposed of either by return to the child, families, or shredding as appropriate.

9. Official School Photographs

At Park Street C of E Primary School, we invite an official photographer into school to take portraits/photographs of individual children and/or class groups. We undertake a risk assessment in terms of the validity of the photographer/agency involved and establish what checks/vetting has been undertaken (DBS). A contract with the photographer is in place that outlines the retention period of the photography taken. Levels of supervision are appropriate to safeguard the welfare of children at all times when visitors are present on the school site.

10. External Links

Child Exploitation and On-line Protection centre www.ceop.gov.uk

Think you know - www.thinkyouknow.co.uk

The Information Commission website at www.dataprotection.gov.uk

Press Complaints Commission Code of Practice at www.pcc.org.uk/cop/cop.asp Internet Watch Foundation at www.internetwatch.org.uk