



Policy to Support the Safe and Appropriate Use of Images

Rationale

There are many occasions when it is appropriate for staff and parents to take images of children. Such occasions include everything from observation, evidence, assessment and curricular purposes, to award ceremonies, performances, trips and sporting events as part of the extended activities programme. The intention of this policy is to set out clear guidelines which will balance the use of images as a source of pleasure and pride with the need to safeguard children and protect the rights of the individual.

This policy sets out to ensure that:

- Images are only used for the purpose intended
- The school's use of images is facilitated
- Personal family photography/filming is allowed where possible
- Individual rights are respected and child protection issues considered
- Parents/carers and children are given the right to opt out

Definitions

Within this document, the term 'images' refers to photographic prints or slides, digital images and moving images.

Safeguarding Children

The welfare and protection of our children is paramount and consideration should always be given to whether the use of images will place pupils at risk. Images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the internet, particularly social networking sites.

For this reason consent is always sought when capturing images of children and additional consideration given to capturing images of vulnerable children, particularly Looked-After Children or those in domestic abuse situations. Consent must be sought from those with parental responsibility (this may include the Local Authority in the case of Looked-After Children).

Data Protection

The Information Commissioner's Office (ICO) <https://ico.org.uk> maintains a public register which includes the name and address of 'data controllers' and details about the types of personal information they process. 'Notification' is the process by which each data controller's details are added to the register. Our school's registration number is Z7482515

In October 2007, the Information Commissioner's Office issued the following advice:

"The Data Protection Act is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the Act

should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure. Where the Act does apply, a common sense approach suggests that if the photographer asks for permission to take a photograph, this will usually be enough to ensure compliance.

- *Photos taken for official school use may be covered by the act and pupils and students should be advised why they are being taken.*
- *Photos taken purely for personal use are exempt from the Act."*

Parental Consent

On admission of a child to our school, parents/carers will be asked to complete a consent form indicating their agreement or objection regarding a range of uses of images of their child.

A list of children for whom consent has been refused will be maintained by the setting and every effort will be made by staff not to include these children in photographs or video footage. The parent/carer should confirm, in writing, if they no longer wish images of their child to be used for any reason. However, parents must be aware that once images are in circulation or have been published, it may be impossible to remove them, although every effort will be made to ensure they are not used in future publications.

Capturing of Images by School Staff

Images taken by staff may be used for curricular and/or extra-curricular activities, displays, on the school's website or newsletter, as evidence of the child's development or as part of publicity materials.

Staff will ensure that:

- They are clear about the purpose of the activity and what will happen to the images when the activity is concluded.
- They always use school equipment for taking images.
- They never record images using personal equipment, or for their own personal use.
- They will never capture images of children which are intrusive, for example in a state of undress, such as whilst changing for PE or a performance.
- They will report any concerns about inappropriate or intrusive images found to the Designated Safeguarding Leader.
- They have parental permission to take; store and/or display the images.

Storage of Images

Images retained in school will not be used other than for their original purpose, unless permission is obtained from the subject.

Images will always be stored securely and password protected. Where images are held on portable devices such as devices or tablets, they will be transferred to the server as soon as practically possible.

Images will be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken.

Images contributing to the history of the school, its children, activities or the community, may be retained indefinitely.

Capturing of Images by Parents, Carers or Relatives

Photographs taken at school events often form an important part of family albums. Everything possible will be done to ensure that this tradition continues. Parents are welcome to take photographs of their own children at award ceremonies and sporting events, with the permission of the Headteacher. However, care must be taken not to

interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety.

Parents/carers/relatives will ensure that:

- They will respect the setting's decision to prohibit capturing of images of specific children or a particular event (we don't usually allow photography or filming during our shows/musicals as this interferes with the performance experience)
- Any images taken are for personal use only
- Images including children **other than their own, must not be sold or put on the internet**; if they are, Data Protection legislation may be contravened and they will be asked to remove them
- They will not use any images of children so as to cause offence or harm

The Use of Images by Children

During their time at school, children will use school equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity.

Children should not use personal equipment for the purpose of capturing images, unless being used as a learning resource in line with the school's Acceptable Use Policy. This includes the use of mobile phones. The only exception to this is on a setting trip or visit where children may be allowed to take photographs for their own personal use.

It should be made clear that these images should be taken responsibly and not used to upset any other child.

The use of images to bully or intimidate, including publishing photographs in any medium without permission, will be dealt with in line with the school's Behaviour for Learning Policy and could also be construed as a criminal offence.

Capturing of Images by the Press

On occasions, the media may cover school events. This is an important part of celebrating achievement and informing the public of educational initiatives. The media operate under their own Code of Practice. Local newspaper titles may share their images with other titles within the same syndicate. Any child whose parents have withheld permission will not be photographed or filmed by the media.

School Publicity

Images of children's activities and achievements may be published in the school newsletter, publicity materials and on the school website. Full names of individual children will not be used in such publications, and no contact details will be published. Where use of image permission has been withheld, images will not be published, or the image will be digitally altered to maintain anonymity.

School Photographer

Class and individual or group photographs are often an annual event. Parents will be notified in advance of the photographer's visit and will be sent copies of photographs and given the option to purchase them. Copyright on all such photographs is retained by the photographer.