

Policy on the Use of Photographic and Video Images (v7)

1 Introduction

- 1.1 There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.
- 1.2 Under the terms of the Data Protection Act 1998, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

2 Aims and objectives

- 2.1 Through the implementation of this policy we aim to:
- ensure that the achievements and activities of children in our school can be celebrated through photographs and visual records without in any way compromising their safety;
 - comply fully with the requirements of the Data Protection Act 1998.

3 Parental permission

- 3.1 All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school. This form will be given to the parents or guardians of all children joining the school in each successive year. This consent will be assumed to roll forward from one year to the next, as long as the children remain on the school roll. It allows the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.
- 3.2 All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. Children will not be photographed in swimming costume or in close-up. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.
- 3.3 Photographs of children should not be uploaded onto websites or social media or transferred to a third party without parents' permission. The school allows parents, family and friends to take photographs of children on the school site and during school events (eg sports day and performances) but we aim to ensure that these photographs are for personal use only by putting in place the following steps:
- There is a sign at the school entrance stating that any photographs are for personal use only.
 - Tickets for performances state that any photographs taken are 'for personal use only'.
 - The schools policy is outlined on the Home School Agreement.

This practice is in line with the Data Protection Act (1998) and with guidance from Cambridgeshire County Council (Guidance for Schools and other Establishments on the Use of Images) and the Information Commissioners Office (Taking Photographs in Schools), which state that photographs taken for personal use are exempt from the Data Protection Act.

4 The Internet

- 4.1 Only appropriate images will be used on the school website, and children will not be identified by their name or address on the school website.

5 Mobile phones

- 5.1 We do not allow children to bring mobile phones into school. Adults may bring mobile phones onto the school premises, but must not use them to take photographs of children.

6 Use of digital cameras

- 6.1 There are many ways in which the use of digital images is valuable for children's learning. They may often use them themselves to record their work, for example, art work or geography or science fieldwork.
- 6.2 Images will be made only as appropriate for school-related activities.
- 6.3 Children will be taught how to take pictures, and may photograph each other engaged in a range of learning activities. However, we will discourage them from taking close-up pictures of each other, and they will be supervised by an adult when they have access to a digital camera.
- 6.4 As soon as images have been used for their intended purpose, they will be deleted. The school will not store digital images any longer than for their use in supporting pupils' learning during a particular piece of work.
- 6.5 No member of staff will keep photographs or videos of pupils on personal cameras or home computers.

7 Media publications

- 7.1 Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the netball team may have won a regional competition, or the school may have raised money for a charity whose representative wants to receive the donation in person. In this situation, where children's images might be made public, the school will inform parents and carers of the event in advance, and allow them to withdraw their child from the event if they so wish. Newspapers normally ask for the names of the children to go alongside the photographs; first names only will be provided and parental consent sought. If parents withhold consent for a child's first name to appear in a caption, then the school will not permit the names of the children involved to be published.

8 Monitoring and review

- 8.1 This policy will be monitored by the governing body and revised as appropriate every three years, or sooner if necessary. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the headteacher.

This policy was ratified by the Governing Body on.....

Signed.....Chair of Governors

Date of next review: