

The Good Shepherd Trust

Academies in partnership with the Guildford Diocese Education Trust
The Education Centre, The Cathedral, Guildford, Surrey GU2 7UP Tel: 01483 450423

Ashley C of E Primary School acceptable Use of Images Policy



Date: February 2017

Review Date: February 2018

1. Introduction

- 1.1 Photographs and video for school and family use are a source of pleasure and pride, which can enhance the self-esteem of children and young people and their families.
- 1.2 Parents/carers are not required to comply with the Data Protection Act 1998 when taking photographs for their own private use of their children at an organised event. However we must always be mindful of the need to safeguard the welfare of children in our school, and issues of child protection, data protection and parental consent will be given careful thought.
- 1.3 This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media.
- 1.4 Where another body provides services or activities separately, using the school premises, the Governing Body will ensure that the body concerned has appropriate policies and procedures in place in regard to safeguarding children.

2. Consent forms

- 2.1 All parents of pupils in the school will be asked to sign a consent form in Reception and again in Year 3 to gain permission to publish photographs in public places including websites. New pupils in other years will receive a consent form in their New Pupils pack.
- 2.2 The form for day trips will include a reminder of safe use of images.
- 2.3 It will be assumed that all adults in the school give permission to publish photographs in public places (Including websites). They may withdraw permission at any time by writing to the Head or Deputy Head.

3. Use of images

Parents and carers

- 3.1 Parents / carers may take photographs or video of their own children and for their personal use **only**, at events such as class assemblies and school productions. If the images taken include children other than your own then they **must not** be added to social media, reproduced or published in any form. Parents will be reminded of the school policy on this at the start of each event.
- 3.2 Parents / carers or class helpers may **not** take any photographs of any children with their phones or personal cameras when helping in school during class time.
- 3.3 If photographs / videos are to be taken at events where the general public have been invite to attend such as most FOA events the rules outlined in 3.1 above will apply.

3.4 Parents / Carers should only take images of children who are appropriately dressed to reduce the risk of images being used inappropriately. Care should therefore be taken during events such as Sports Day and Feeling Good Week when children may be wearing PE kit, dance or gymnastics costumes.

In all instances the rule outlined in 3.1 will apply.

School

3.5 If a photograph is likely to be used again it will be stored securely and only accessed by staff. We will not re-use photos more than one year old except for key publications. Images will be destroyed after 1 year except for an archive kept for records.

3.6 Where the image is kept electronically (e.g. CD) the disk will be made unusable.

3.7 Staff will comply with the Staff Acceptable Use policy by only taking images on school devices and storing them in the appropriate area on the school network.

4. Children who should not be identified

4.1 Every effort will be made by the school to prevent capturing of the image of any child who should not be identified.

5. Media photographing and filming

5.1 The media operate under their own Code of practice. Photographs taken by the media are usually exempt from the Data Protection Act.

If the media are invited into school for publicity purposes parents/carers of those children likely to appear will be informed

6. Video/web conferencing

6.1 Where parents have asked that their children's images should not be used, every effort will be made to avoid this.

7. Mobile phones

7.1 These phones can take and transmit images and the same rules apply as for other photography, i.e. the user needs to recognise that any pictures taken are for personal use only. Staff will comply with the Staff Acceptable use policy and children have a separate mobile phone agreement which covers this