



DIGITAL IMAGES IN SCHOOL POLICY

Introduction

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. 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. Parents should not be stopped taking photographs for their own private use because of concerns of contravening the Data Protection Act. 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.

This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media. Wilton Primary school welcomes positive promotion of the school in the media.

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.

Consent forms

- All parents of pupils in the school will be asked to sign a consent form to gain permission to publish photographs in public places (including websites). – see Appendix 1
- Parents retain the right to withdraw consent at any stage, but they need to do so in writing.

Use of images

Parents and carers

- The school will decide if the event is one at which photography and videoing will be permitted.
- When informing parents of the event, they will be informed of the school's decision.
- If general shots are to take place such as at a school event, visitors will be warned in the invitation, so that general consent is implied by attendance
- Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during sports events.

School

- If a photograph is likely to be used again it will be stored securely on school devices or systems and only accessed by those people authorised to do so.
- Images taken for the publicity or promotional purposes will not be stored longer than two years.
- Photographs that contribute to the history of the school, its pupils, activities or the community can be retained indefinitely.
- When photos are destroyed, electronically stored images will be deleted from the system/device.

Children who should not be identified

- Where 'Looked After Children' (LAC) are concerned, we 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 to be at stake, indicating the need for extra care.
- Every effort will be made by the school to prevent capturing of the image of any child who should not be identified.

Media photographing and filming

- 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

Mobile phones and other forms of personal technology

- Staff are not permitted to use their personal mobile phones or any other form of personal technology, to take images.



Guidance for parents/carers

- Written guidance will be given to parents/carers to the effect that any images must be taken for personal use only and specify that images including others must not be put on the web/internet, and that if they are Data Protection legislation may be contravened.
- A copy of the 'Use your camera and video courteously' code' will be given to all parents/carers. See Appendix 2
- Parents/carers will be prompted with a verbal announcement at the start of the event that any images must be taken for personal use only. They will be reminded them that such images must not be sold or be put on the web/internet otherwise Data Protection legislation is likely to be contravened.
- People with no connection to our school will not be allowed to photograph – staff will question anyone they do not recognise who is using a camera and or video recorder at events and productions.

See also

Policy on use of photographic Images of children in School



Appendix 1

Consent to use photographs and images of children

Sometimes we take photographs and video recording of children working and playing in school and on educational visits. To comply with the Data Protection Act 1998, we require your consent to allow us to use these images of your children.

From time to time, we are also visited by the media, who wish to take photographs of events in and out of school. Pupils will often appear in these images, which can be published in newspapers or broadcast on television.

Please be aware that websites and social media sites are public sites, which can be viewed by members of the public throughout the world and not just in the UK. Please also be aware that the school cannot control the way external photographers or the media retain or use photographs of children that they take for publication purposes.

Please indicate below whether you consent to the school using your child's images:

May we take photographs/video footage of your child and use them, together with your child's full name, internally within school (e.g. on displays, on the Learning Platform, on iPads and on printed material for use within school?)	Yes/No
May we take photographs/video footage of your child and use them, together with your child's first name only, on our school website, in printed promotional material (prospectus/leaflets), and on social media platforms?	Yes/No
May we allow the media (newspapers/television) to take photographs of your child for use in their publications, and publish these with your child's full name?	Yes/No

Declaration:

I am the parent/guardian of _____ (name of child).

I have read and understood the school's policy dated September 2015 on Using Photographic Images. I consent to the use of the images as indicated above and I understand that this consent will remain valid for as long as my child remains at the school, unless I notify the school of any changes in writing.

Signed: _____

Name of parent/Guardian _____

Date: _____



Appendix 2

'Use your camera and video courteously'

A guide for parents who wish to use photography and/or video a school event

Generally photographs and videos for school and family use are a source of innocent pleasure and pride, which can make children, young people and their families feel good about themselves. By following some simple guidelines we can proceed safely and with regard to the law.

- Remember that parents/carers and others, attend school events at the invitation of the head and governors.
- The head and governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The head and governors have the responsibility to decide the conditions that will apply so that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own personal use only. Such photos and videos must not be sold and must not be put on the web/internet. To do so would likely break Data Protection legislation.
- Recording or/photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must not photograph or video children changing for performances or events.
- If you are accompanied or represented by people that school staff do not recognise they may need to check who they are, if they are using a camera or video recorder.
- Remember that for images taken on mobiles phones the same rules apply as for other photography, you should recognise that any pictures taken are for personal use only.