



Guidelines for the Use of Images

Version	Date	Description	Chair of Committee	Ratified (Y/N)	Review Date
1	11.03.10	Draft presented to Curriculum Committee	Simon Bainbridge	Y	March 2012
2	27.11.14	Revised draft presented to Curriculum Committee	Paul Illot	Y	Nov 2016
2	22.2.16	Revised draft presented to Curriculum Committee	Paul Illot	Y	March 2018
3	06/03/18	Revised draft presented to Curriculum Committee	Paul Illot		

Introduction

The practice of using images within Granta School takes many forms. It is integrated into classroom and whole school practice (for example within displays) and other areas of the school such as Assessment, Recording and Reporting (for example recording a pupil's attainment within their individual records, or for feedback to parents through daily home-school diaries).

Signed consent for the use of images within school is obtained from the pupil's parent/carer and is kept centrally in the school office as well as in the pupil's class. This covers all cases where images of children are to be used within school. For the purpose of this policy, the term 'images' means photographs and video images using digital and non digital cameras. Currently we do not plan to use webcams. The term 'pupil' includes any child or young person up to the age of 19.

This policy links closely to the 'Acceptable Use and E-safety Policy'. Please see this policy for further details on internet usage, emails and use of cameras and mobile phones within Granta School.

The use of images

In general, the following points apply to all images of pupils and should be borne in mind when making them:

- Where possible, general shots of classrooms or group activities rather than close up pictures of individual pupils should be used.
- Pupils should be in suitable dress, and images of PE or swimming events should maintain modesty, for example wearing team tracksuits if appropriate.
- The broad range of pupil background and diversity should be reflected in images used throughout the school.

Use of images within Granta School can be divided into three broad categories:

- i) Images taken by school staff for education and school publicity purposes

The Data Protection Act 1998 affects the use of photography. An image of a pupil is personal data and it is, therefore, a requirement under the Act that consent is obtained from the parent or carer for any images made such as those used for school web sites, productions or other purposes. It is also important to take into account the wishes of the pupil, remembering that some do not wish to have their photograph taken.

Particular care should be taken in relation to especially vulnerable pupils such as those who are in public care, recently adopted or those resettled following on from domestic violence.

Images must be maintained securely for authorised school use only, and disposed of either by return to the child, parents, or destroying.

- ii) Images taken by parents or carers or third parties at school events

The Data Protection Act does not prevent parents from taking images at school events, but these must be for their own personal use. Any other use would require the consent of the parents or carers of other pupils in the image. At school events such as sports days or Christmas celebrations, consent will be obtained from those parents upon arrival who wish to take general photographs which contain their child/children for their own use and not to be distributed / passed on elsewhere. The head teacher in consultation with governors should agree when parents or carers are to be permitted to take images and for what purpose. This information should be included in invitation letters to parents or carers for the event.

Parents or carers should also be advised that they may only take images in designated circumstances and areas such as in the school hall and not backstage or in changing

rooms. It is important that they understand their responsibilities for the safekeeping of any images they may take.

It is also important to ensure that people with no connection to Granta School do not have any opportunity to produce images covertly. Staff should question anyone who is using a camera or video recorder at events they do not recognise.

iii) Images taken by pupils on their own devices

Students are not permitted to take photos or video recordings within school or on educational visits using personal devices such as mobile phones, ipods, ipads, kindles or other electronic devices. Photos/video will be taken on school owned devices. Photos/video will be home with parental permission.

Pupils are permitted to take mobile phones on residential visits, but they are kept safely and securely by a member of staff. Pupils can request to use them to make a phone call home, but for no other action.

Parents and pupils will have signed a Use of personal electronic devices agreement, any breach in this contract will result in confiscation of the pupils personal device.

Publishing or displaying photographs or other images of pupils

The DfES advise the following:

- If the pupil is named, avoid using the photograph.
- If the photograph is used, avoid naming the pupil.

Whatever the purpose of displaying or publishing images of pupils, care should always be taken to avoid the possibility that people outside the school could identify and then attempt to contact pupils directly. Most abused children are abused by someone they know, but there is still a concern that children might be identified from pictures appearing in the press or other media and targeted for abuse.

It is essential that when considering inviting an official photographer we, as a school, establish the validity of the organisation and what checks/vetting have been undertaken. Our procedure will also ensure that levels of supervision are appropriate to safeguard the welfare of pupils at all times when visitors are present on the school site.

There may be occasions where the media take images at Granta School of pupils. Where this is the case, parents or carers will be made aware of the potential risks and benefits so they can make an informed decision about giving their consent. If a pupil is photographed by the media, the photo becomes their property and they have the final say as to how it is used. (images can be placed by editors on the newspaper's website). Generally, media photos of groups of 12+ pupils do not have the names of them attached. However, photos of groups of less than 12 are likely to include the full names of each pupil in the accompanying caption. Parents or carers need to be aware when they give consent that this is the position. It is important that they are also reminded of the benefits of publicly celebrating achievement in building pupil self esteem, pride in their school and promoting our school to the wider field.

Using photographs of pupils supplied by a third party

Copyright of an image including those downloaded from the internet usually rests with the person who produced it.

Before using an image supplied by a third party we need to check that the third party owns the copyright of that image and you should obtain their written permission to use it.

Schools should ask the third party to guarantee to you that all relevant consents have been given and that they are entitled to provide you with the image.

Useful sources of information

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

Press Complaints Commission Code of Practice at www.pcc.org.uk/cop/cop.asp