



Stocksfield Avenue Primary School



Use of Photographs and Media

At Stocksfield Avenue Primary school, we feel it is important to recognise the achievements and successes of individuals and groups of children. We may wish to display and publish photographs and details of events, achievements and successes within school and occasionally in the local newspapers and TV.

We take the issue of safeguarding our children very seriously. Whilst we recognise the importance and value of sharing activities and achievements, we also recognise the need to ensure all publicity is carefully monitored to ensure it is consistent with Data Protection Legislation and our Safeguarding and Child Protection Policy.

We ask for parental permission for the school to take and use photographs and video footage of your child and for permission to use these in school publications, the press and the media to promote pupil achievements.

As part of our admission pack, all parents are asked to sign a Images and Videos Consent Form and a Pupil Accomplishments & Activities Parental Consent Form.

Stocksfield Avenue Primary School takes and uses photographic images of children to:

- Promote the life of the school for both current and future parents
- Ensure a positive learning environment
- Provide evidence of our achievements, supporting both our assessment procedures and accountability as a public organisation

In some situations this material might be made accessible to the wider community via the school prospectus, website, calendar, newsletters or newspaper articles.

In such situations the school will endeavour to:

- Take photographs of groups rather than of individual pupils.
- Take distant rather than close up images
- Not include the names, personal details or addresses of pupils.
- Meet the wishes of individual parents as far as they are practically possible.
- Regularly update staff with the names of those pupils who have photo restrictions placed on them.
- Remind parents at the start of school events about their obligations.

Parents

When taking photos or video images of assemblies, productions, etc. parents must:

- Respect any school request to refrain from taking photographs or recorded images.
- Refrain from taking photographs or recorded images of any individual child, other than their own.
- Only take photos or recordings for their own family use.
- Not place any images or recordings on any social media sites.

Date Reviewed: October 2018

Due for next Review: October 2020

SMART Multi Academy Trust is an exempt charity and company limited by guarantee registered in England with company number 10257723. The company's registered office is Wyndham Primary School, Montagu Avenue, Newcastle upon Tyne NE3 4SB