



'Happy children aiming high!'

New Hartley First School

'A very caring and nurturing school in which the well-being of every child is paramount.'

'The quality of education continues to be good.'

Ofsted, June 2016

Images and Use of Policy (Cameras, Videos and Mobile Phones)

Status:	Non - Statutory
Created/Reviewed	Autumn 2011, 2012, 2013, 2015
Next Review:	Autumn 2017

Note: Wherever photographs are mentioned in this document, this should be read to include still, video and electronic images.

1. Background

These guidelines have been produced in response to concerns about the taking and publication of the image of pupils. Their purpose is to make recommendations based on statutory guidance and good practice.

Guidance should be implemented to include the taking of photographs, whether for use by the school, parents /carers, friends of the school, or the media, and whether or not the students whose images are to be taken will be identified individually.

This document provides guidance on the appropriate use of images of children and young people in education, including schools, youth services, and alternative educational provisions. The guidance is for staff within Northumberland Children's Services Directorate who wish to use images of children and young people for educational purposes.

2. Governing Body / Management Committee

- The Governing Body / Management Committee should formally adopt their guidelines produced as policy and good practice.
- Ensure that the safeguarding and /or health and safety governor are aware of, and support the policies and procedures.

3. Introduction

Many school activities involve the taking and use of images. These may be undertaken as part of the curriculum, extra school activities, for publicity, or to celebrate achievement. However, this interest also brings dangers. The publication of students' images, especially where they are accompanied by the individual's name, could attract the wrong sort of interest.

Careful consideration needs to be applied as to how these activities are organised and undertaken. Particular regard needs to be given when they involve young or vulnerable students who may be unable to question why or how the activities are taking place.

4. Internet / School Websites

Particular care should be taken by teachers, parents and students when considering the publication of material onto the internet. Articles should be screened very carefully to ensure that students cannot be individually identified by name or by any other means. This includes ensuring that they cannot be identified from the file name of any electronic image files that are placed on a website. Ideally, shots should be distant/groups, rather than of individual students.

Parents who are considering setting up a private/family website with details relating to a particular school in their community, should first seek permission from the head teacher and parents if they intend using images of other children or young people from the school or a specific setting.

Any photos taken at school events by parents/carers, containing images of other children, should only be made public after consulting with individual parents.

5. Consent

Photographs and video images of students and staff are classed as personal data under the terms of the Data Protection Act 1998 (see good practice guidance to schools):

http://www.ico.gov.uk/upload/documents/library/data_protection/detailed_specialist_guides/taking_photographs_in_schools.pdf

Therefore, the use of such images by schools requires that the consent of the individual concerned as well as their parent/carer.

The school must get parental consent before any photographs or videos of a pupil are taken where these are likely to be used in a publication or displayed by the school in a public place. (The definition of 'public place' includes areas where visitors to the school would have access to the images). This is achieved by parents/carers signing a consent form. The instructions provided on the consent form will remain in place as long as the child remains at the school or we receive alternative instructions.

Permission should always be obtained by using the relevant form. These are provided in the appendices of this document. The standard form should be referred to when a child joins the school roll, (or becomes a member of a related provision). This covers both the establishment and Northumberland County Council when using the photographs in publications and on websites.

When a parent does not agree to their child /young person being photographed, the head teacher must inform staff and make every effort to comply sensitively. For example, if a child whose parents have refused permission for photography is involved with a sports event, e.g. a football match, it may not be appropriate to photograph the whole team. Careful liaison with parents is therefore essential. With discussion it may be possible to agree other options. The parent may accept a team photograph if names are not published or they may be prepared to consent if it affects the whole team.

When photographic images are transmitted or shared beyond the establishment e.g. television broadcasts, or film making, specific permission should be obtained.

6. Inter-School Events including Sports Fixtures

The guidelines above be applied should be to inter-school events. If a vulnerable student is involved, it will be necessary to liaise with a member of staff from the other establishment so that they are aware of the wishes of the parents or carer of the child, and as far as practicable to seek the co-operation of the parents of the opposing team.

Sports facilities which are available for public usage often have strict policies restricting the use of video, mobile and still cameras. It is important therefore to check with the facility concerned as there may also be a registration process to comply with.

7. Teacher Training and Portfolios of Evidence

During teacher training and with newly qualified staff, colleagues may be required to compile portfolios with photographs of children during lessons. Staff should act responsibly in compiling these images. A senior member of staff will oversee the compiled images as part of the management process and consider their appropriateness.

8. Children Photographing Each Other

This practice can occur extensively particularly during offsite activities or residential activities. Staff should maintain the supervision and management control specified in the Offsite Activities Guidelines 2001:

http://www.northumberlandsport.co.uk/files/ncc_off-site_vist_guide.pdf

There may be incidents where children take inappropriate photographs, perhaps showing friends and other students inappropriately dressed. Staff should endeavor to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved. (See also paragraph 9 below).

9. Mobile Phones

The use of mobile phones which contain cameras of photographic and or video capabilities should not be permitted in changing rooms, toilets etc.

Staff should not use a mobile phone to photograph children in and around school.

Children are not allowed to bring a mobile phone to school. If a phone is brought on to the premises it will be held by the Head Teacher and returned at the end of the day

In addition:

- You should check whether the students being photographed /videoed has any objection
- Where there is a dispute about consent between parents, or where parents consent but a pupil objects, then it is safer to assume that consent has not been given
- You will need to get the consent of any parents or staff who are to appear in any photograph or video.

Please view the Mobile Phone Policy

10. Examples of two types of consent form

One is for general consent and may be time limited, for example for one school year. The other is a form to be used on a case by case basis.

It is for the Head Teacher and governing body to decide whether to use these forms. However, if amended versions are used, it is crucial to explain on the form:

- The purpose for which the images will be used
- Who the images will be available to (e.g. parents only, or wide circulation such as in newspapers)

General Consent

You will often be able to predict in advance how you are going to use photographs / videos, e.g. annual nativity plays. If you are able to provide advance warning of such activities you can get consent in advance from parents and carers. Such consent should be renewed every school year and can be withdrawn at any time. Each year as part of a standard communication, ask parents if they wish to change their permission.

Event Specific Consent

It is not always possible to predict events and projects in advance. Sometimes you will want to use a photograph of a student or group and find that you don't have consent. In these cases you will have to write to parents/carers and get consent on a case-by-case basis.

For every instance when photographs are to be used or taken by the press and media you should get consent. This is because their circulation and coverage may be local, national or sometimes international and the associated storylines may be so varied as to make them unpredictable.

The exception to this will be when you can safely predict the press and media coverage for a particular long term project or event. Then you can seek consent explaining in some detail what the photographs will be used for. The consent can then stand as valid for all associated media coverage as long as it is not incompatible with the purposes for which the consent was originally given.

For example, if you are undergoing a major refurbishment or building works this may attract a fair amount of media attention. You can write to parents and carers explaining what is happening, the likely media coverage and the purposes for which their child /young person's photograph may be used. Consent can then be sought for the life of the project or for one school year (which ever is the lesser).

11. Diversity issues

Even though you may have the consent of the parent/carer you must exercise caution and common sense when using photographs as there may be valid religious or moral grounds for objecting to a particular activity. For instance a parent/carer might object to their child's picture appearing:

- On a leaflet about bullying in school (it may imply their child is a bully/or being bullied)
- On posters advertising a Christmas play (may object on religious grounds).

If there is any doubt whether the parent/guardian would object, always double check with them and get specific consent for the activity.

12. Safer images checklist

- Avoid close-up pictures of individual students; use classroom or group activities instead
- Consider the use of drawings of students or staff or items made by pupils, as opposed to photographs, as a means of exemplifying good work or publicising the school
- Always ensure that students are dressed appropriately

- You should state clearly whether an image is to be retained for further use and, if so, what
- Ensure you store images securely and that they are accessed and/or used only by those with authority to do so (photographs can be stored electronically but this must be within a secure area)
- Generally, it is not appropriate to amend or manipulate images. (Exceptions may be where a badge has been removed or 'brushed' to protect identity or where an image needs to be 'cropped' to fit)
- Specific guidance on website and internet safety issues can be found at:
 - <http://schools.becta.org.uk/>

13. Photographs taken by Parents / Carers for Personal Use

There will be school events when parents / carers will want to take photographs for their own personal use. It is good practice for schools to demonstrate their protective ethos by determining and implementing appropriate policies relating to the safe use of cameras and videos by parents / carers at school events.

- Photographs/videos may be taken on the basis that they are for private retention and not for publication in any manner, including use on personal websites, unless permission has been sought from individual parents.
- Parents/carers must respect any requests in relation to any child who should not be photographed as consent has not been given. If a parent/carer is challenged in respect of this issue it should be acknowledged and adhered to. Failure to do so will result in either equipment being removed, image storage being confiscated and/or parents/carers being asked to leave.
- Parents/carers have the right to request to view images taken of their child/children.

**New Hartley First School
Standard Photography and Media Consent Form
September 2014**

Name of Pupil: _____

Current Year: _____

Name of Parent/Carer: _____

Tel. contact number: _____

It is important we protect your child/young person's interests, respect your wishes and comply with the Data Protection Act 1998:

The school confirms that it shall only use photographic images of your child in line with its safer images checklist and in order to demonstrate or promote activities relating to the schools' curricula and extra-curricula provision.

Please tick the relevant boxes and sign below in all instances where you give your consent for photographic images of your child being used. Please also indicate whether you consent to your child's name being associated with their image.

	<i>Agree To: Use of Image</i>	<i>Agree To: My child being named</i>
In school materials aimed at the school community		
On the school web site		
In media coverage of the school		
Specific project involving the media		
Events/projects at other locations		

I confirm that I have read and agree to the terms contained within this Consent Form.

Signature: _____

Date: _____

(Parent/Carer)

**New Hartley First School
Consent Form for a Specific Event
September 2014**

Permission to use your child's photograph or images in a video / film

Occasionally, our school may be visited by the media who will take photographs or film footage of a high profile event, or to celebrate a particular achievement. Pupils will often appear in these images, which may appear in local or national newspapers or on televised news programmes. When such an event is to take place I will inform you in writing.

(Please note that once a photograph appears in the media the school has no control over who else may use the images / storyline).

It is important we protect your child's interests, respect your wishes and comply with the Data Protection Act 1998. Please read the enclosed Conditions of Use before answering the question below and signing and dating this form. Please return the completed form (one for each child) to school as soon as possible.

May we allow your child to appear in the media coverage as described above?

Yes No

I have read and understand the conditions of use attached to this form.

Parent's or
Guardian's signature:

Name (block capitals please)

Date:

Conditions of Use

1. This consent form is valid until your child leaves the school or you request, in writing, that consent status has changed.
2. The school will not re-use any photographs or recordings of your child that are incompatible with the original purposes explained to you.
3. The school will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
4. If we use photographs of individual students, we will not use their full name in any accompanying text or caption.
5. If we use the full name of a student in the text, we will not use an accompanying photograph of the individual concerned in the article.
6. We may include pictures of students and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
7. We will only use images of students who are suitably dressed.
8. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Notes on Use of Images by the Media

If you give permission for your child's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs);

It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers.