



**Greenvale School  
Photographs, Digital and Video Image  
Policy**

**Signed: February 2018  
Next Review date: February 2021**

## 1. Photography, Digital and Video imaging at School

1.1 On a child's entry to the school, all parents/carers will be asked to give permission for their child's photograph to be taken and to use their child's work/photos in the following ways:

- on the school web site
- in display material that may be used in the school's communal areas
- in display material that may be used in external areas, i.e. exhibition promoting the school
- general media appearances, e.g. local/ national media/ press releases sent to the press highlighting an activity (sent using traditional methods or electronically).

1.2 Students' names will not be published alongside their image and vice versa without permission from the parents. Full names will not be published (without parent/carer's prior permission).

## 2. Developing a safe school web site

2.1 The school website is an important communication channel. Many parents/professionals find it convenient to look at the school's website for information and it can be an effective way to share the school's good practice and promote its work. Procedures and practice need to ensure website safety. A senior member of staff oversees /authorises the website's content and check suitability.

### 2.2 Use of still and moving images

2.3 Care is taken when using photographs or video footage of students on the school website. The first and last name will not be used with a photograph. This helps avoid inappropriate and unsolicited attention from people outside the school. An easy rule to remember is:

- **If the student is named, avoid using their photograph / video footage. If the photograph /video is used, avoid naming the student.**

2.4 If the school website is using a webcam – then this will be checked and monitored to ensure misuse does not occur accidentally or otherwise.

2.5 Digital images / video of students are stored securely on the school network and are images deleted after a reasonable period which is on their leaving the school at the end of Year 14 or if sooner, when they are taken off roll, unless an item is specifically kept for a key school publication.

2.6 Staff must understand the importance of safe practice and should report any inappropriate use of images to a member of the senior leadership team. Students should be encouraged (wherever this is possible) to report such

images to any member of staff. Staff and students (wherever possible) also need to understand how to consider an external 'audience' when publishing or presenting work.

### **3. Policy and procedure**

- 3.1 The Headteacher takes overall editorial responsibility to ensure that the website content is accurate and quality of presentation is maintained
- 3.2 Uploading of information is restricted to the School Administrator.
- 3.3 Photographs published on the web do not have full names attached
- 3.4 The school gain parental / carer permission for use of digital photographs or video involving their child as part of the school enrolment process a student joins the school.
- 3.5 Digital images /video of students are stored on a staff shared images folder on the network and images are deleted (see 2.5) – unless an item is specifically kept for a key school publication.
- 3.6 We do not include the full names of students in the credits of any published school produced video materials, DVDs, etc.
- 3.7 Staff sign the school's Acceptable Use Policy and this includes a clause on the use of mobile phones / personal equipment for taking pictures of students (true?). Staff are not allowed to use personal equipment to take images, even if this is for school use.
- 3.8 During in school performances/awards ceremonies attended by visitors, parents and carers - they are reminded verbally at the start of the event that the taking of video/photograph images of students other than their own child is not permitted.

Signed

Dated