



TOGETHER WE GROW AND LEARN

Policy for the use of Children's Images*

Date approved: - Spring 2015

Date to be reviewed: - Spring 2017

Governing Body Committee: - P&P

***The word images is used here to include photographs, digital photographs, webcam, film and video recordings.**

Introduction

1. Blidworth Oaks Primary School believes that the responsible use of staff and children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.
2. We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any adult or child at increased risk.
3. Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

4. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer. A copy of our consent form for pupils is attached at Appendix A for children and Appendix B for adults.
5. In seeking consent we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies.
6. All images will be stored securely and used only by those who are authorised to do so. We will only re-use images of children after they have left the school if these images are included in scrap books or publications.

Child protection

7. We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
8. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LADDO, Social Services and/or the police as appropriate.
9. Individual pupils will not be named in conjunction with their image, however, we will never use an image of a child who is subject to a court order. See point 16 regarding Newspapers.

Website

10. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view the images, and consequently a greater risk of misuse of images, via the internet. We

will therefore give specific consideration to the suitability of images for use on the school's website.

11. Images, and accompanying details, will only be used in line with Becta recommended guidance. Becta are the Government's lead partner in the strategic development and delivery of its e-strategy - (<http://schools.becta.org.uk/>).

Webcams and mobile phones

12. Webcams and mobile phones must not be used to take images without people's knowledge.
13. Personal mobile phones should not be used for school activity at any time. The school has a range of digital cameras and two school mobile phones that should be used for school activity only instead of using personal devices. Please See guidance on mobile phone use in the staff code of conduct and staff handbook.
14. Mobile phones that can take and transmit images will not be permitted in areas of the school, such as changing rooms or sports facilities, where they could be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly.

External photographers and events

15. If the school invites or permits an external photographer to take photographs within school, we will:
 - Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
 - Issue the photographer with identification which must be worn at all times
 - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
 - Not allow unsupervised access to children or one-to-one photo sessions at events.
16. The same conditions will apply to filming or video-recording of events.
17. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils and publish names with images.

Photographing and Videoing at School Events Agreement

18. Adults must not take photo and video of their children in school events without the prior permission from a member of staff so that a suitable time and location can be arranged. Visitors will always be reminded about the school policy on photo and video use at all school events and warned about the dangers of publishing photos on social media. The photographing or videoing of other people's children is not permitted.

Consent Forms

18. To be found at Appendix A & Appendix B.

19. Consent forms will be issued when a child starts school / nursery and will remain valid throughout the child's time at school and one year after they leave. The consent will automatically expire after this time. If it is felt that an individual activity is not covered by the general consent form a 'one off' form may be used.
20. It is made clear to parents / carers that if circumstances change and they no longer wish their child's image to be used by the School, they need to inform the school and take responsibility for an updated form to replace their original documentation.

These guidelines only relate to images taken by or commissioned by the school themselves for publication. The school is not liable for images taken by parents/carers or others at school events, as it is those who own and publish the images that are subject to the Act.

**Mr S Walker
Head Teacher**



Appendix A: Photograph / Image Consent Form (CHILD)

To the parent or guardian of:

Name of child _____

The school occasionally takes photographs and video recordings of children for promotional purposes. We may like to use a photograph or video of your child for our publications, school displays and/or on our external website.

To comply with the Data Protection Act 1998, we need your permission before we use any photographs or recordings we have taken. Please complete the declaration below and return it to us.

Are you happy for the school to take photos and/or video recordings of your child when participating in school activities and for these images to be used in the following ways?

- **School Newsletters**
- **School Displays**
- **School Website and other Social Media Sites**
- **School Life Channel**
- **School Prospectus and accompanying brochures** Yes No

Are you happy for your child to appear in the media? (This may mean their photo and name is used in print) Yes No

Please note that no personal information and/or identification of any pupil other than their first name may be contained in a school website, whether in conjunction with a published photograph or not. Please also note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

I have read and understood the conditions of use on the back of this form. I understand that my decision on whether to give consent **will remain valid throughout my child's time at school and one year after they leave**, unless I notify school to the contrary in writing. The consent will automatically expire after this time. I promise that if I, or members of my family, take photos or video recordings of any school event, these will be kept for family use only.

Signed (parent/carer): _____ **Dated:** _____

Blidworth Oaks Primary School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.



Appendix B: Photograph/Image Consent Form (ADULT)

Name

The school occasionally takes photographs of adults for promotional purposes. We may like to use a photograph of you for our publications or general displays.

To comply with the Data Protection Act 1998, we need your permission before we use any photographs we have taken. Please complete the declaration below and return it to us.

I give permission for my photograph to be used by the school:

- For general use
- For use in school only

I have read and understood the conditions of use on the back of this form.

Signed -----

Name (in capitals)

Date -----

Conditions of use (for use with Appendix A and Appendix B)

1. This form is valid from the date of signing until a year after the child leaves school. Your consent will automatically expire after this time. We will not re-use any images unless they are in documentation or scrap books after this time.
2. Photos will be kept in a secure location and only authorised staff will have access to them.
3. We will only include a child's full name as photo captions for press releases. Addresses will not be disclosed in detail. Personal e-mail, telephone or fax numbers will not be disclosed.
4. We will not include the full name of a child in promotional literature.
5. We may use group or class images with very general labels, such as 'a literacy hour' or 'children exploring the environment'.
6. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.