



**ST JOHN THE BAPTIST CATHOLIC
PRIMARY SCHOOL**

PHOTOGRAPHIC IMAGES POLICY

This policy will be reviewed annually
Revised July 2013

MISSION STATEMENT

St. John the Baptist Catholic Primary School is rooted in the local Catholic community with which it shares beliefs and values.

Christ is the way, the truth and the life.

Our school is a welcoming Christ-centred community,
committed to the development of faith and worship.

Our mission is to provide a loving and stimulating environment,
where all are inspired and empowered to achieve their true potential as unique and valued
individuals.

Our children will be encouraged to develop an awareness and respect of others as well as
themselves,
as we all journey through life with Christ.

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GUIDANCE ON PHOTOGRAPHS OF CHILDREN

1. INTRODUCTION

This document details St John the Baptist Catholic Primary School's policy and procedures regarding images of children and staff. It covers still, video and electronic photographic images wherever they are used.

2. TYPICAL USES OF PHOTOGRAPHS AT ST JOHN THE BAPTIST CATHOLIC PRIMARY SCHOOL

- To record performing arts including dance and movement, concerts, drama performances, parent evenings.
- To record sports days and sports fixtures.
- In the media such as newspapers and television.
- Displays in our school of children's activities.
- Publications on the school VLE.
- Staff training and professional development activities.
- Publicity material for contractors.

3. OWNERSHIP

Human Rights legislation and the Data Protection Act 1998 give people new rights and it is the right to 'privacy' that is the issue when using photographs. The Council and establishments must take steps that respect the rights of people in photographs.

The Copyright, Designs and Patent Acts 1988 moved the ownership of copyright to the photographer (or their employer) and away from the person commissioning and paying for the photographs, unless there is an agreement otherwise (see appendix 3).

4. OUR PRACTICE

1. When a child enters St John the Baptist Catholic Primary School, the school obtains the consent of parents and carers to take and use photographs of their children for the above purposes.
2. If using a photo from the media or commissioning a photograph, we have a signed agreement with parents (see appendix 3).
3. We only use an image in its intended context. Examples of this not happening are:
 - when a picture taken by a national newspaper of a child accepting an award was used by the National Front in a story with a completely different story angle.
 - When a photo of the public boarding a bus to launch a rural transport initiative is used to illustrate a story attacking rural transport shortages.
4. We follow any commitments made in the parental consent form e.g. not to name children in photos used by external publications without parental consent.
5. When photographing children our school:
 - a. Ensures that parents and carers of young people have signed and returned the consent form for general photography (see Appendix1). Any images going beyond St John the Baptist School need additional specific consent (see Appendix 3).
 - b. Ensures all children are appropriately dressed.
 - c. Avoids images that only show a single child with no surrounding context of what they are learning or doing. Photographs of three or four children are more likely to also include their learning context.

- d. Will not use images of a child who is considered very vulnerable, unless parents / carers have given specific written permission.
- e. Follows the agreed procedures regarding naming children set out in the parental consent forms.
- f. Uses photographs that represent the diversity of the young people participating.
- g. Reports any concerns relating to any inappropriate or intrusive photography to the head teacher / manager.
- h. Remembers the duty of care and challenges any inappropriate behaviour or language.
- i. Does not use images that are likely to cause distress, upset or embarrassment.
- j. Regularly reviews stored images and deletes unwanted material.

5. PARENTAL PERMISSION

Use of images of children requires the consent of the parent / carer. Permission is always obtained by using the form in Appendix 1, when a child joins the school.

When a parent does not agree to their child being photographed, the head teacher informs staff and makes 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 would 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.

When photographic images are transmitted or shared beyond the establishment e.g. television broadcasts, newspapers, specific permission should be obtained (see Appendix 3).

6. INTER-SCHOOL FIXTURES

These guidelines are applied to inter-school events. If a vulnerable child is involved, it is 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 seek the cooperation of the parents of the opposing team.

7. TEACHER TRAINING AND PORTFOLIOS

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

8. DISPLAYS IN SCHOOLS

Still photographs shown on displays and video clips available during open / parents' evenings will depict children in an appropriate way. They will not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Photographs or images likely to cause embarrassment will not be used.

9. PARENTS EVENINGS, CONCERTS, PRESENTATIONS

To allow the appropriate recording of children's images by parents / carers the school will:

- ensure that children are appropriately dressed;
- obtain parental permission with the form in Appendix 1;
- be aware of any child who should not be photographed ; and
- monitor the use of cameras and anyone behaving inappropriately.

The School reserve the right to record or film concerts, productions or events. Copies of these recordings may be made available to parents and carers.

10. CHILDREN PHOTOGRAPHING EACH OTHER

This practice can occur extensively during offsite activities, particularly during residential visits. Staff will maintain the supervision and management control specified in the Offsite Activities Guidelines 2003. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of the images involved.

11. NEWSPAPERS

Where more than 10 children are involved in a photograph it is unlikely that newspapers will want to name the children. However for smaller groups the opposite will be the case. As such the consent form in Appendix 3 must be signed and returned by parents before a child will be allowed to appear in such photos.

12. VLE

The only internet facility that the school will publish photos on is the school VLE, as this is a password protected network. Even then our senior technician and staff will ensure that our school only uses appropriate images that follow the standards set out in this policy. For example, if a child has successfully completed a gymnastics award, it would be appropriate to show the child in a tracksuit rather than leotard.

13. MOBILE PHONES

St John the Baptist Catholic Primary School's Mobile Phone Policy is that they are not brought into school. Due to exceptional circumstances, there may be occasions when mobile phones have to be brought into school. On such occasions, the phone should be taken to the front office where it will be stored safely until the end of the school day.

14. REVIEW OF GUIDELINES

The content of these guidelines will be reviewed annually.

ST JOHN THE BAPTIST CATHOLIC PRIMARY SCHOOL

Dear Parents

RE: CONSENT FORM FOR IMAGES

Occasionally, we may take photographs of the children at our school. We may use these images in our displays, presentations and printed publications or as part of the curriculum or on our VLE. The latter is a web-based learning environment which is only open to the school community.

We may also make video or webcam recordings for video conferencing, monitoring or other educational uses. From time to time, our school may be visited by the media and pupils may appear in local or national newspapers, or on televised news programmes. To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer the questions below, then sign and date the form where shown and return the completed form to the school.

Thank you for your continued support.

Yours sincerely,

Mrs S Mumby
Headteacher

.....

CONSENT FORM FOR IMAGES

Please circle your answer

May we use your child's photograph in school publications? **Yes / No**

May we use your child's image on our VLE? **Yes / No**

May we record your child's image on video or webcam? **Yes / No**

Are you happy for your child to appear in the media? **Yes / No**

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

Child's Name _____ **Year Group** _____

Signed _____ **Print Name** _____

Date _____

Conditions of use

This form is valid for the period of time your child attends this school. The consent will automatically expire after this time.

It is your responsibility to let us know if you want to withdraw or change your agreement at any time.

We will not re-use any photographs or recordings after your child leaves this school.

We will not use the personal details or full names (which means first name and surname) of any child in a photographic image in any school medium e.g. display, video, VLE... e.g. class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.

If a name is included for a child it will only be the first name and where possible a direct link between the image and the name will not exist e.g. a photo of a group of children with names mixed up in the caption below.

We may use pictures of pupils and teachers that have been drawn by the pupils.

If an external agency requires the publication of a name along with an image, e.g. newspaper, we will always obtain the parent or carers consent first.

We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

ST JOHN THE BAPTIST CATHOLIC PRIMARY SCHOOL

Dear Parents

RE: SAFE USE OF PHOTOGRAPHY AND VIDEO RECORDING IN SCHOOL

Good practice recommends that schools have guidance in place to safeguard children at school events where parents/carers are likely to take photographs and/or video footage. This includes events such as school productions, nativity plays, sports days, assemblies etc.

In taking on board such recommendations, any parents/carers wishing to take photographs and/or video footage at the productions are asked to sign the slip below. Parents who sign the forms are agreeing to comply by the statement at the bottom of this form.

Please note that only people who have signed a form will be permitted to take photographs and/or video footage at these events.

Thank you for your continued support.

Yours sincerely,

Mrs S Mumby
Headteacher

.....
I wish to take photographic and/or video images at school events at St. John the Baptist Catholic Primary School.

I state that any images that I take at any such events will not be used inappropriately and will be for personal use only. Images will not be sold or used for any other purpose, including the posting of images on social networking sites.

Child's Name _____ **Year Group** _____

Signed _____ **Print Name:** _____

Date _____

Appendix 3

Dear Parents

RE: Consent Form for Photographic Images of children to be used beyond the establishment

Good practice recommends that schools have guidance in place to safeguard children at various events where external agencies are likely to take photographs and/or video footage. This includes events such as school productions, nativity plays, sports days, assemblies, school trips etc. If, on such an occasion, an external agency requires the publication of a name of a child along with an image, we require the consent of the parent or carer.

Please see details below of an event which requires your consent.

Project Description:

(Statement should include description, circulation, timescale, access, agencies involved, copyright of material).

.....
Consent Form for Photographic Images of children to be used beyond the establishment

Project _____

May we use your child's images in the above project? Yes/No

Child's Name _____ **Year Group** _____

Signed _____ **Print Name** _____

Date _____

