

Photographic Images Policy



Sedgefield Primary School

Learning Together for Life

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Background

This policy covers the recording, use, storage and deletion of still and video images at the school. It should be read in conjunction with the school's data protection, e-safety and acceptable use policies. Any examples used in this policy are not exhaustive and the school is able to make decisions on a case by case basis.

Legally this area is covered by the following:

- Data Protection Act 2018 - The image of a child is personal data covered by the act unless taken by parents/carers for purely personal use. This means that a school must comply with the Data Protection Act 2018. In practice, a school will need to seek permission to take, use and store images.
- Education Act 2002 - Obligations to safeguard the welfare of pupils. This may have an impact on children whose location cannot be revealed for safeguarding reasons.
- Article 8 European Convention on Human Rights - Privacy issues/breach of the child's right to respect for private life. For example, a parent/carer may object to their child's image being taken or shared.
- Article 10 European Convention on Human Rights - The parent/carer's right to freedom of expression. For example, a parent/carer may wish to record the Nativity play.

Permission to Take and Use Images

Consent shall be obtained from parents/carers as they start school. Parents/carers are reminded that they can amend this form at any time. See Appendix 1 for an example consent form.

A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.

School visitors may only take photographs with the specific permission of a member of the Senior Leadership Team.

Taking, Storing and Retention of Images and Videos

As images and videos are personal data they are processed in accordance with the school's Data Protection Policy.

Only official school owned equipment (e.g. work provided digital or video cameras or tablets) will be used by staff to capture images of children for official purposes. Use of personal cameras or phones by staff is prohibited at all times.

Staff receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.

Images are stored securely, for example, by using password protection, restricting the number of people who have access to the files, and ensuring adequate firewall and anti-virus software are in place. Portable equipment is never taken home by members of staff.

Images are securely deleted from non-encrypted devices on a regular basis (e.g. transferred from a digital camera/tablet to the network).

Images will not be kept for longer than is to be considered necessary, and in any event, not exceeding a maximum of three years after the child has left the school. A designated member of staff (E-Safety Lead) will ensure that all photographs are permanently wiped from memory cards, computer hardware and portable drives or other relevant devices once the images will no longer be of use.

The school's leadership team reserve the right to view any images taken. Members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.

Processing Images Off-Site

Any image taken off-site will comply with the requirements of the school's Data Protection Policy.

The school ensures that any use of a cloud based storage system complies with the requirements of the school's Data Protection Policy. The school complies with the Information Commissioner's Office Guidance on the use of cloud computing.

Use of Images/Videos by Children

The school discusses and agrees age appropriate acceptable use rules with children regarding the appropriate use of cameras/tablets, such as, places children cannot take the camera (e.g. unsupervised areas, toilets etc.).

All staff are made aware of the acceptable use rules regarding children's use of cameras and ensure that children are appropriately supervised when taking images for official or curriculum use.

Members of staff act as role models of positive behaviour to the children by encouraging them to ask permission before they take any photos.

Photos taken by children for official use are only be taken with parental/carers consent and will be processed in accordance with the Data Protection Act 2018.

School Trips

On school trips pupils may not usually take personally owned cameras. Year 6 pupils make take disposable cameras on their residential trip to Robinwood. Their use is monitored by staff and may be confiscated if misused. Cameras are not allowed in dormitories.

Personally owned tablets, phones and other connected devices are not permitted to be used on school trips due to difficulties supervising the suitability of images shared over the internet.

Appropriate Events and Locations

There are some risks involved when taking photographs of some sporting occasions when children are not fully dressed. These apply to both the child, whose image may be misused, as well as the adult who could be accused of taking inappropriate images. The general advice is that children should not be photographed unless appropriately dressed.

It is never permissible to record images when children are changing.

Generally the school will not record images of children in swimming costumes. However, at times the school is asked to take part in training videos for the Local Authority. In these circumstances permission will be sought from parents/carers.

Use of Webcams/Skype etc.

Parental/carer consent will be obtained before webcams or video conferencing will be used for curriculum or educational purposes.

Camera Phones in School

Concerns are sometimes expressed about the risks posed directly and indirectly to children through the use of camera phones on school premises. In order to minimise the risk at school:

- Staff only use mobile phones when children are not present, unless it is absolutely essential they are able to be contacted (e.g. family illness/emergency). Permission to use a mobile phone during lesson time should be sought from the Headteacher.
- Visitors are advised of the ban on the use of camera phones when pupils are present.
- Generally, pupils are not permitted to bring mobile phones to school unless a parent/carer has discussed why it should be necessary with the Headteacher. All mobile phones are brought to the school office for safe keeping at the beginning of the day and are collected at home time.

School Website/School Managed Social Media

Permission will be obtained from parents/carers before a child's image is uploaded to the school website or social media platform. *(See appendix 1)*

Children's full names will not be used on the website or Social Media in association with photographs.

The school will not include any personal addresses, emails, telephone numbers, on videos, on the website, in a prospectus or in other printed publications.

Children's work will only be published with their permission or their parent's/carer's consent.

Parental/Carer Photography

It is usual for parents/carers to photograph/film children at school events, such as performances and Sports Day. Any objections to this policy should be addressed to the Headteacher. However, the Headteacher, or other member of the Senior Leadership Team, will always ask if there are any objections to events being photographed/filmed and reminders will be given to the audience/spectators as to the appropriate use of the images.

The school will be mindful of children whose parents/carers have not given consent for their child to be photographed/filmed by other parents at such events. This may prevent all parents/carers from photographing/filming the event and discussion will always take place with the parent/carer to ensure decisions are made which are in everyone's best interest.

If children or parents/carers have any concerns about inappropriate or intrusive photography, they should report them to the Headteacher/event organiser who should record them in the same manner as any other child protection concerns.

Social Media

Uploading pictures to social media may cause further complications. A parent/carer publically sharing images of other people's children with no controls on privacy may be a breach of data protection rules. However, sharing images of their own children is not a breach of data protection rules.

Parents/ carers are reminded that the school does not allow any images or videos to be shared on social media, as it considers it to be a risk to individual pupils and parent's/carer's privacy

Press Photography

Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. Permission is obtained from parents/carers (see Appendix 1).

The identity of any press representative is verified and access is only permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.

The photographer is issued with visitor identification, which must be worn at all times.

Every effort is made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

School Photographs

Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's e-Safety Policy.

Photographers are issued with visitor identification, which must be worn at all times.

Photographers do not have unsupervised access to children and young people.

Photographs by Members of the Public

When children are taken out of the school grounds, for instance on a visit, it is possible that they could be photographed by members of the public. If the child's privacy is of paramount importance the risk of this should be discussed with parents/carers and appropriate steps taken (see Looked After Children section below).

Looked After Children

Photographs of looked after children should only be taken with the agreement of the person who holds parental responsibility. However, in some circumstances, consent could be obtained from the child's social worker, foster carer or a relative. The Designated Teacher will always have the most up to date information about the child and will advise other staff to ensure the child's best interests are taken into account.

Looked after children should expect to have as normal an experience as they can and they should not be singled out because they are in care.

If a child's identity or privacy needs to be protected this should be discussed with the parent/carer and appropriate steps could be agreed. This could include:-

- Restricting parental photography for all at events
- Subtly removing the child before photographs are taken
- Siting the child with the teacher to allow the teacher to take active steps to reduce the possibility of the child being photographed
- Sensitive withdrawal of the child from the event with an explanation to the child.



Dear Parents/Carers,

Photographs and videos of children

There are many times in school where your child may be photographed or filmed and these photos/films are used in different ways. The purpose of this letter is to give you information so that you may make an informed choice when giving permission for your child to be photographed/filmed.

In school

Staff members sometimes photograph or film your child at work in school, with visitors, on trips, etc. You may see these photos in your child's books. Photographs are used by staff for tracking and monitoring purposes, especially in Early Years. Sometimes the children take photos or film each other as part of their work. Photographs are also included on our board in the entrance hall and throughout school.

By Parents/Carers

There are times when, as a parent/carer, you want to have a record of your child's achievement/development (e.g. sporting events and performances). It can be difficult at these times to include only your child in the photo/film, so we ask parents/carers on these occasions to be very responsible and check with a member of staff first whether photography is permitted.

If we have permission for every child taking part to be photographed/filmed by other parents/carers, then this will be permitted (you will be informed at the event). Photographs after the sporting events/performances are permitted. Any child who does not have permission to be photographed will be quietly moved to one side.

Photographs or videos taken by parents/carers in school should never be uploaded on social media.

If you are concerned about the privacy of your child we would like to encourage you to make an appointment and discuss your concern with the Headteacher.

Please note that on some occasions if we do not have permission to use the image of your child, it may result in your child not being able to take full part in some school events. Please discuss this with the Headteacher if you would rather your child was not photographed at a class or whole school event.

On our web site, Twitter and for marketing purposes

Photos may be included on our web site or on Twitter to show activities in school. The photos never include children's names, unless permission has been specifically given to do so.

Photos of activities are included in our brochure, leaflet and occasionally when we advertise. These photos never include children's names.

In newspapers

We are fortunate to have a good relationship with our local newspaper and they are often interested in activities and events in school. The children are usually thrilled to be selected to have their photograph taken. Photos of large groups of children do not include names, but

smaller groups and individuals usually include each child's full name. These articles are often also available online.

If you require any further information, please contact us. We would be grateful if you would complete the permission form and return it to school as soon as possible. We do require a return from every child. If a form is not completed we will assume we do not have permission to photograph/film your child, which make exclude them from some activities. Thank you for your co-operation.

I give consent for you to record and use images or videos of my child in the following ways:

(Please delete any which you do not give consent to)

As a tool to monitor and track progress
Displays within the school
Website (shows trips and activities and celebrates children's successes – no names)
Twitter (shows trips and activities and celebrates children's successes – no names)
General publicity (brochure, leaflets, adverts, etc. – no names)
Use by the press and other broadcast media (large group shots, no names)
Use by the press and other broadcast media (small group/individual shots, full names given)

In addition I confirm that:-

I give consent for my child to be photographed by other members of the school community (Parents/Carers) during school events (e.g. performances, assemblies and sports day).

We recognise our responsibility to ensure the welfare and safety of the children in our care and to comply with the Data Protection Act 2018. Sedgefield Primary will take all steps to ensure images and videos are used solely for the purposes they are intended. If you become aware that these are being used or shared inappropriately, please contact the school.

Name of Child _____ Class _____

Name of Parent/Carer _____

Signature _____ Date _____

Consent shall be obtained when your child starts school and will last for the duration of their time at school unless consent is withdrawn. Parents/Carers can contact school to amend the form held for their child at any time. Images will be kept for no longer than necessary and in any event, not exceeding a maximum of three years after your child has left the school.