

**BEAN PRIMARY SCHOOL  
IMAGE USE POLICY**

**Useful School/Setting Contacts:**

**School Data Controller:** Miss Alicia Allison

**School Deputy Child Protection Coordinator:** Mrs F. Carney

**School E-Safety Coordinator:** Miss L. Conway

## **Official use of images/videos of children**

- All images taken will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:
  - Fairly and lawfully processed
  - Processed for limited, specifically stated purposes only
  - Used in a way that is adequate, relevant and not excessive
  - Accurate and up-to-date
  - Kept on file for no longer than is necessary
  - Processed in line with an individual's legal rights
  - Kept securely
  - Adequately protected if transferred to other countries
- The Data Controller/DCPC and all staff are responsible for ensuring the acceptable, safe use and storage of all camera technology and images. This includes the management, implementation, monitoring and review of this policy.
- Written permission from parents or carers will be obtained before images/videos of children are electronically published.
- Written parental consent will be sought to take and use photographs offsite for professional, marketing and training purposes.
- Written consent from parents will be kept where children's images are used for publicity purposes (such as brochures or publications e.g. newspaper), until the image is no longer in use.
- Parental permission will be sought on an agreed basis.
- 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 Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.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 kept for longer than is to be considered necessary. A designated member of staff (Data Controller or DCPC) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be in use.

- The Data Controller and/or DCPC reserve the right to view any images taken and/or to withdraw or modify staffs' authorisation to take or make images at any time.
- Images or videos that include children will be selected carefully when used online and will not provide material that could be reused.
- Children's' full names will not be used on the website in association with photographs.
- Personal addresses, emails, telephone numbers, fax numbers on video will not be included, in a prospectus or in other printed publications.
- Children's work will be published with their permission or their parents' consent.
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All 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.
- Only school owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras by staff is prohibited at all times.
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. Images held in accordance with the Data Protection Act and suitable child protection requirements (if necessary) are in place.
- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- 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.
- Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming area etc.
- Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Data Protection Controller and/or DCPC and the parent/carers.

### **Use of Photos/Videos by Parents/Carers**

- Parents/carers are permitted to take photographs or DVD footage of events for private use only.
- Parents and carers who are using photographic equipment must be mindful of others when making and taking images.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the school/setting Data Controller/DCPC to discuss any concerns regarding the use of images.

### **Use of photos/videos by children**

- Children using image / audio capturing devices will only use such equipment in suitable supervised areas.
- All staff will make it clear to children how technology is to be used in an acceptable way when.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 1998.
- Photos taken by children for official use will be carefully controlled and will be checked carefully before sharing online or via digital screens.
- Children that bring in mobile phones etc should hand these in to the office at the beginning of the day. No pictures / recordings etc are to be made on personal devices.

### **Use of images of children by the media**

- The identity of any press representative will be verified and access will only be 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.
- Every effort will be 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 setting is to be considered to have acted in good faith.

### **Use of professional photographs**

- Professional photographers who are engaged to record any events will be prepared to work according to our e-Safety policy.
- Photographers will not have unsupervised access to children and young people.

### **Use of closed-circuit television (CCTV)**

- Recordings will be retained for a limited period only and for no longer than their intended purpose. All recordings are to be erased before disposal.
- Regular auditing of any stored images will be undertaken by the Data Controller and/or DCPC or other member of staff as designated by the management team.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
- CCTV cameras will be appropriately placed.

### **Photographing children: Frequently asked questions for parents/carers**

#### **Why do we need a policy?**

Schools, playgroups and youth groups have always used photographs as a way of celebrating achievement or seeking publicity for fundraising etc. Parents families and the children themselves often derive great pleasure from seeing their loved ones in print or on a website. We want to ensure that everyone can continue to enjoy these activities safely. However, parents need to be aware that placing any identifying information in the public domain has risks. Parents need to understand these issues in order to give properly considered consent. It is important that parents and schools have the opportunity to fully consider the issues before any problems can arise.

#### **So what are the risks?**

The most highly publicised and worrying risk is that a child who appears in the paper or on a website may become of interest to a predatory sex offender. Locating people through the internet has become extremely easy to find out the child's address and even work out their likely route to school/the setting.

There are also other specific groups of children and families whose safety could be put at risk if identified e.g. families fleeing domestic abuse.

To limit these potential risks, we will take appropriate steps, as outlined in the attached consent form, to safeguard children and the wider community.

**Isn't this just scaremongering?**

Sadly no. We have had cases in Kent of families receiving unwelcome phone calls following appearances in the press. However, this is rare so it is important to have a sense of proportion in these matters. Remember we want to celebrate success and achievement but parents must be aware of risks in order to make an informed decision.

**What about the school's website?**

The same concerns apply to school websites and there is an added concern that images of children may be copied directly from a site which can then be manipulated or changed by another person. Schools can copy images and use lower quality images which means they cannot be usefully enlarged but this can be bypassed so must not be relied upon to keep images safe.

**I want to do my own recording of the school/setting play/event is this ok?**

Taking pictures or recordings of your own children for your own personal use is ok. The difficulty arises with plays or other events in that other children may also be filmed. It is important that we are all aware that some members of the community (children or adults) may be vulnerable and must not have their image shared online as they could be put at risk from harm. You may not always know who these people are and we need everyone's support to protect the whole community. It is the school's policy therefore to inform parents that images of other children (not their own) should not be posted on any social media sites. Parents/carers should not copy images from the school site without appropriate permission from the school.

Ratified: March 2016

Review Date: March 2019

## Consent form for use by Kent County Council Schools

Dear Parent/Carer,

This letter explains why we need to ask you for your consent to any photographs of your child while at school. When you have read the letter, you should fill in and return the form attached to let us know your wishes.

Generally, photographs for school and family use, and those that appear in the press, are a source of pleasure and pride, which we believe can enhance self esteem for children and young people, and their families, and so are to be welcomed.

However, we live in an age in which digital technology has vastly increased the use, and potential misuse, of photography, and there has been publicity surrounding concern about the safety of filming school events, and about the risk of a child being identified by a photograph in the local press, and as a result being targeted for abuse.

On advice from the Kent Police, the Kent Local Education Authority and others, we have taken the view that the risk of a child being identified by a stranger is so small that, providing reasonable steps are in place in terms of school security, planning to ensure an appropriate photograph, and to protect the full name and contact details of children, the practice of photography for school events by families and the media, should continue. In any case, the widespread use of mobile telephones as digital cameras would make banning virtually impossible to impose and police.

The DfES broad rule of thumb for schools is that "if the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil". For our own school publications, we will follow this advice for photographs to be used for circulation beyond the school. The press however like to reflect the local community by naming children who appear, and may decline to photograph events if this facility is denied to them.

We are mindful of the fact that for some families, there may be reasons why a child's identification is a matter of particular anxiety, and if you have special circumstances either now, or at any time in the future which would affect or change your consent on this issue, you need to let your child's class teacher know.

If your child is old enough to express their own view, you may want to consult with them about the categories of consent, and we invite you to use this letter to explore their feelings about being photographed at school.  
Please complete the form attached.

Talk to the class teacher if you are unclear.

Yours sincerely

G Reilly  
HEADTEACHER

**Consent form for use by Kent County Council schools**

To Name of the child's parent or guardian: \_\_\_\_\_

Name of child: \_\_\_\_\_

Occasionally, we may take photographs of the children at our school. We may use these images in our schools prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which 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 questions 1 to 4 below, then sign and date the form where shown.

**PLEASE RETURN THE COMPLETED FORM TO THE SCHOOL AS SOON AS POSSIBLE.**

*Please circle your answer*

1. I give permission for my child's image to be used in school publications such as the prospectus, website, leaflets and video recordings and I understand that my child's **first name only** may accompany the image. YES / NO
  
2. I give permission for my child's image to be used in press publications that have been agreed by the school and I understand that my child's **first name only** may accompany the image. YES / NO

Parent's signature: .....

Date: .....



# Bean Primary School

## **Respect and Care for the Whole Community when taking Photos and Videos**

We are happy for parents and carers to take photos and videos for personal use but request that these images are not distributed or put online as they contain images of other children, adults or staff without consent. This will help protect all members of the community.

**Thank you** for your support