



IRTLINGBOROUGH JUNIOR SCHOOL

POLICY FOR THE USE OF IMAGES OF CHILDREN

The purpose of this policy is to set out the school's position in relation to use of photography and video in school by both staff and parents.

Rationale:

We believe that parents have the right to record memorable moments within their children's school lives in photographs and/or video, where appropriate. In deciding whether or not it is appropriate to allow the use of photography and/or video it is important to ensure the protection of the children in our care.

There are occasions where it would **not be appropriate** for photographs to be taken of children in school, for example, when swimming or getting changed before or after a performance. It is therefore important that there are clear guidelines for the taking of images.

NB - The use of the word 'images' in this policy applies to both photography and video.

Opportunities for photography / Videoing:

There are many times in the school year when photography is used, including:

- Performances and events (e.g. Christmas, Awards Assemblies, sports day)
- 'Special days' (e.g. Maths Arts Week, activities days)
- School trips and outings
- Special occasions (school celebrations and parties)
- Professional individual and class/school photographs
- For the School Prospectus
- To display within the school
- For press releases
- For the school Twitter feeds

The use of images:

There are different ways in which these images will be used, eg:

- Images taken and used personally by parents
- Images which may be displayed in and around the school
- Images which will be shared with others in the school community
- Images which are available to a wider audience

This policy intends to clarify arrangements for the use of images and consent required in each of these circumstances.

Image taking by parents, carers or family members:

Generally photographs and videos for school and family use are a source of innocent pleasure and pride which can enhance self-esteem for children and young people and their families. By following some simple guidelines we can proceed safely and with regard to the law:

- Remember that parents and carers attend school events at the invitation of the Head and Governors.
- The Head and Governors have the responsibility to decide if photography and videoing of school performances /events is permitted. The school reserves the right to ask parents not to take pictures at certain events (this may be to protect looked after children or because of safeguarding issues).
- The Head and Governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own personal use only. Such photos and videos cannot be sold and must not be put on the web/internet due to existing Data Protection legislation, which in such circumstance is likely to be contravened. Parents should only upload images of their own child onto social media in order to protect other children.
- Recording or photographing other than for private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events.
- If you are accompanied or represented by people that school staff do not recognise they may need to check out who they are if they are using a camera or video recorder.
- Use of cameras and other equipment will be monitored.

Images used in the school:

Images are taken for a variety of reasons including: for displays and to record work in books.

- Images will only be taken that are appropriate.
- Images will only be taken on school owned devices.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children may be named in pictures that are displays in school.
- Images will be kept securely and held by the school for the duration of the pupil's time there, after which they will be destroyed.

Images for school publications:

- The school will only take and use images that are appropriate and are considered to not be open to misuse.

- Images will only be taken on school owned devices.
- If an image of a child is used, the child's name **will not** be published. If a name is published, **no image will be used** without specific consent.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children will be given the option to not have their image used if they are the sole focus of the picture.
- Children and parents should be encouraged to recognise the value of group photographs or recordings of school events.
- Images will be kept securely and held by the school for the duration of the pupil's time there, after which they will be destroyed.
- Images of children from the school will not be used to illustrate controversial subjects (eg Political issues etc).

Images for the school website and Twitter Feeds:

The school website and Twitter feeds are part of the internet and are more easily accessible than paper based school publications.

- The school will only take and use images that are appropriate and are considered to not be open to misuse. (care will be taken on trips that children are not photographed in swim wear etc).
- Images will only be taken on school owned devices.
- Images of children will only be published on the school website and / or Twitter feeds if parents have given specific consent.
- If names are printed these are only first names.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children will be given the option to not have their image used if they are the sole focus of the picture.
- Images will be kept securely and held by the school for the duration of the pupil's time there, after which they will be destroyed.
- Images of children from the school will not be used to illustrate controversial subjects.

Please refer to the School **Policy of the use of Twitter** for additional guidance on images published on Twitter.

Webcams:

Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.

- A webcam will only be used in appropriate circumstances such as a normal class setting.
- Both children and teachers will be made aware of when a webcam is in use.
- Children will never use webcams unsupervised – they will only be used as part of an adult led activity.

CCTV:

- The school uses CCTV in some areas of school property as a security measure.
- Cameras will only be used in appropriate areas and there will be/is clear signage indicating where it is in operation.

Children photographing one another:

- Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities.
- Camera phones are less visible and can be used to bully or take inappropriate images. It is not school policy to allow pupils to bring camera phones on site / on school trips.
- If it is found that cameras or camera phones have been misused, the school will follow its usual disciplinary procedures.

Staff mobile phones and devices:

Staff are not permitted to take images of pupils on their own phones and devices. For this reason the use of camera phones should be limited to offices and the staffroom (as detailed in the Code of Conduct). Irthlingborough Junior School recognises that on trips staff may need to use phones (to make phone calls not take photos) whilst children are present – sensible measures will be put in place by the visit leader and monitored accordingly.

Parental Consent:

Parents of children attending the school will be asked to complete a consent form on entry to our school.

This consent will be valid until the child leaves the school.

Once consent has been received, the school will use images as permitted within this policy. No further consent will be sought by the school unless requesting permission to include a child's full name, e.g. in a newspaper article. Parents may change their consent options at any time by requesting a new form and completing it as appropriate.

Responsibilities:

Governors are responsible for the review of guidance and advice to ensure that this policy remains appropriate.

The Headteacher is responsible for ensuring that images are used as set out in this policy with appropriate consent from parents, providing reminders as stated.

Parents are responsible for ensuring that images are used responsibly and are not published on social media or in the press without consent from the school.

NB - The school does not accept liability for parents who do not adhere to such request.

Monitoring:

Staff and Governors will review this policy every two years, taking into account advice and guidelines provided both locally and nationally.

The Headteacher will monitor the implementation of this policy and will ensure that all staff are aware of its contents. Procedures set out within this policy will be maintained until the policy is reviewed. Any changes made to this policy will be communicated to parents as necessary.

Appendices:

- Appendix 1 – Model Consent Form

Related Policies:

- *School use of Twitter Policy*
- *Staff Code of Conduct*
- *IFLT - Safeguarding Policy (including Child Protection Policy)*

Written by J.Meekings - November 2016

Ratified by Governors – 21st November 2016

To be reviewed - Autumn 2018