

Ferryhill Station Primary School – Taking, storing & using photographs Policy

The 'taking, storing and using photographs' policy addresses the school procedures for photographing pupils and other stakeholders. The policy is written in the context of current UK law and, in particular, the Data Protection Act 1998 (the DPA) and EU Directives, in particular Privacy and Electronic Communications (2002)

The aims of this policy

The best practice outlined in the policy aims to reflect the school's responsibility to protect the images of pupils and stakeholders, respecting the wishes of parents/guardians whilst stressing the part played by photographs for families and friends as they record the early lives of their children.

Taking photographs

Photographs or videos are taken by school staff or pupils for 'Internal School Use' (see below) as follows:

- Using school-based **digital** cameras (with memory card or hard drive facility).
- Using dedicated school-based memory cards in any **digital** camera without a hard drive facility.

The school can take no responsibility for photographs taken for personal use (as outlined in this policy) or by visiting photographers (as described in 'External School Use' below).

Storing photographs

Photographs or videos taken by school staff or pupils for 'Internal School Use' are primarily stored on memory cards or camera hard-drives. The school undertakes to transfer images to the secure school network storage facility. Additionally, where images or videos are to be processed as part of a school-based project, images may be temporarily stored on encrypted school laptops; images will be transferred as above as soon as is practicable thereafter. After transfer to semi-permanent storage, images will be permanently deleted from the memory cards and/or camera hard-drives.

Using photographs

INTERNAL SCHOOL USE

The school firmly believes that there are many positive reasons for taking photographs of pupils working, playing and taking the many opportunities of the 'ideal' early childhood. Both children and adults benefit emotionally from seeing pupils' photographs as part of classroom and corridor displays, either as part of the curriculum or in celebration of an achievement. Additionally, the use of such photographs in classroom activities (worksheet or exercise book based tasks) enhances the breadth of provision in curriculum areas such as Science, PSHE, Art, etc. Unless otherwise directed by a parent/guardian, the school is free to use a child's full name in conjunction with their photograph. Where such use was to be disallowed, the school feels that this would be detrimental to the education and emotional well-being of the child involved. However, the school will respect the wishes of any parent/guardian vetoing this freedom **in writing to the Head Teacher**.

EXTERNAL SCHOOL USE

From time to time, the school uses photographs of pupils working, playing or taking part in school-related activities in school-controlled media including – but not limited to – newsletters, school brochure, school website, the school's Twitter account. Additionally, the school is keen to gain positive exposure in the wider media such as newspapers. The school is committed to seeking permission **for the use of a child's full name alongside their photograph** (currently an expectation in the Northern Echo). Pupils and parents are generally delighted to see the children's achievements celebrated in public e.g. taking part in school performances, sports teams, etc. However, the above-mentioned outlets are beyond the control of the school as soon as the media is published. The school is committed to gaining permission for the 'External School Use' outlined above in a dedicated form sent out to all parents on entry to the school (subject to policy change). **Where parent/guardian permission is withheld the school will, from time to time, contact the parent/guardian if an extraordinary opportunity for photograph use arises.**

PERFORMANCES/GATHERINGS

The school is steadfast in its vision for providing varied and aspirational opportunities for its pupils. Pupil performances are celebrated and a source of enjoyment for children, parents and other stakeholders alike. The school believes that the photographic record of a child's learning journey (alongside their childhood friends) are integral to any family's life. Indeed, parents/guardians/pupils have the right to take photographs and/or videos for personal use. The **Information Commissioner's Office** determines that a parent/guardian attending a school-related event records images of the children for personal use and, therefore, the DPA does not apply. Consequently, parents/guardians are permitted to take photos or videos at school events for their personal use but the school undertakes to publicise advice against sharing photos publicly and, in particular, on social networking sites. The school will respect the wishes of any parent/guardian vetoing this freedom **in writing to the Head Teacher**. The school urges parents /guardians to give this careful consideration as it is inevitable that the school would have to withdraw the pupil(s) from some activities and this is likely to have a negative impact on the child's emotional well-being.