

Policy on Photographic and Video Images

1 Introduction

There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

Under the terms of the Data Protection Act 1998, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

2 Parental permission

All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school. This form will be given to the parents or guardians of all children as they join the school. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally, for display boards or school photograph albums. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images. It is the responsibility of parents to update their consent form if their preferences change.

3 School performances and school activities

We believe that the banning of all video recordings and photography by parents of events such as the school nativity is over cautious and not reflective of parents' wishes. However, parents should be aware that all recordings and photographs should be for personal use only. The parental consent form should make this clear.

The school will observe the way in which video recordings are made, and photographs taken, during performances and events such as Sports Days, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. For example, photography is forbidden in changing rooms or backstage during school productions.

4 The Internet

Only appropriate images will be used on the school Internet site, and children will not be identified by their name or address on the school website.

5 Use of digital cameras

There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work or geography or science fieldwork.

Images will be made only as appropriate for school-related activities. Staff will only use school cameras when taking photographs of children and these will only be stored on school laptops, USBs or PCs

Children will be taught how to take pictures and they will be normally be supervised by an adult when they have access to a digital camera. They may on occasions be asked to photograph areas of the school that they most like or environments that they feel could be developed and under these circumstances they may not be fully supervised.

6 Mobile Phones

Children must hand in their mobile phones to the school office at the start of the day and collect them when they leave at the end of the day.

7 Media publications

Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the netball team may have won a local competition, or the school may have raised money for a charity whose representative wants to receive the donation in person. In this situation, where children's images might be made public, the school will keep a list of children whose parents do not wish them to appear in the press. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

8 Monitoring

This policy will be monitored by the governing body and revised as appropriate, and not less than two years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the headteacher.

9 Consent Form

The consent form will ask parents to provide written consent for the following

- I give permission for my child's work and photograph (unnamed) to be published on the school's website
- I give permission for my child's name and photograph to be published in the local press
- I give my permission for my child to take part in school activities that may be videoed or photographed by the school or parents.

Signed:

Date: March 2016

Review Date: January 2019