



# Use of Photographic Images Policy

DATE: Spring 2018

REVIEW DATE: Spring 2020

SIGNED (HEADTEACHER) \_\_\_\_\_

SIGNED (CHAIR OF GOVERNORS) \_\_\_\_\_

MILNROW PARISH CE PRIMARY SCHOOL  
Use of Photographs and Images

BACKGROUND

Schools need and welcome good, positive publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements. However, photographs and images must be used in a responsible way. In May 2004, section 45 of the Sex Offences Act 2003 amended Section 1 of the Protection of Children Act 1978 by raising the age of a 'child' from 16 to 18. This means it is now an offence to 'take, make, allow to take, distribute, show, possess with intent to distribute, or advertise indecent photos or pseudo photographs' of children under the age of 18.

THE DATA PROTECTION ACT

Photographs and images are taken in school for a variety of reasons and purposes. The Data Protection Act recognises that photographs can bring much pleasure. The following is a quote from the DPA: *'Fear of breaching the provisions of the DPA should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure.'*

IMAGES TAKEN BY PARENTS, LEGAL GUARDIANS OR FAMILY MEMBERS AT A SCHOOL EVENT

Schools may choose either to allow images to be taken at school events or to discourage it. At Milnrow Parish CE Primary School, we allow images to be taken and follow good practice guidelines.

- Parents, legal guardians, family members and friends can take images of their child and friends participating in school activities for family and personal use
- Before they are allowed to take images during school activities, parents or legal guardians have to sign an agreement that any images they take will not be used inappropriately
- Photography and video filming will be limited to designated areas
- The school will ensure that children are appropriately dressed
- The school will ensure that children who should not be photographed, for example those whose parents/legal guardians have refused consent, are not included in any images used within school or for media including the school website
- Use of cameras and other equipment will be monitored

IMAGES FOR SCHOOL PUBLICATIONS

- Schools should only take and use images that are appropriate and are considered to not be open to misuse.

- If an image of a child is used, the child's full name will not be published. If a full name is published, no image will be used without specific consent.
- Children and their parents/legal guardians will be made aware of why their picture is being taken and how it will be used.
- Children and parents are encouraged to recognise the value of group photographs or recordings of school events.
- School recognises that images must not be used to cause distress, upset or embarrassment.
- School uses photographs that represent the diversity of the children/young people participating.
- Images will be kept securely and held by the school for the duration of the pupil's time there, after which, they must be destroyed.
- Images of children from the school will not be used to illustrate controversial subjects.

### IMAGES FOR THE SCHOOL WEBSITE

School websites are part of the internet and are more easily accessible than paper based school publications. School will make sure that only appropriate images are used. Image filenames must avoid using children's names. The storage of electronic images will be reviewed annually by a senior member of staff .

### CHILDREN PHOTOGRAPHING ONE ANOTHER

- Staff should supervise and maintain control over any photographs pupils take during on-school or off-site activities.
- Camera phones are less visible and can be used to bully or take inappropriate images. School policy is not to allow pupils to bring camera phones on site.
- If it is found that cameras or camera phones have been misused, the school will follow the disciplinary procedures as outlined in the school's cyber-bullying policy. In some cases, it may be necessary for the school to contact the Children's Social Work and Psychology Service and/or the police.

### OFFICIAL PRESS PHOTOGRAPHS

If official press photographs or images are taken at a school event, there are special provisions within the Data Protection Act which permit the press to publish material for journalistic purposes.

### STORAGE

Images should be stored within a dated file with restricted access to appropriate members of school staff. Images should be destroyed two years after the date of consent unless further consent has been obtained for future use. If images exist of children that were obtained without consent, they will be destroyed.

## 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. Webcams 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.**

## CCTV

**The Department for Education expects schools to comply with the CCTV Code of Practice issued by the Information Commissioner's Office (revised 2008).**

**Schools and authorities are under an obligation to comply with the Data Protection Act as images captured by CCTV are likely to be personal data and must be kept secure in accordance with the Act.**

**You must let people know that they are in an area where CCTV surveillance is being carried out. The most effective way of doing this is by using prominently placed signs at the entrance to the CCTV zone and reinforcing this with further signs inside the area. Clear and prominent signs are particularly important where the cameras themselves are very discreet, or in locations where people might not expect to be under surveillance. As a general rule, signs should be more prominent and frequent where it would otherwise be less obvious to people that they are on CCTV. The decision to install cameras in an area where there is an expectation of privacy should be carefully considered along with the proportionality of use and what policies and safeguards can be put into place. Schools may use CCTV in some areas of school property as a security measure.**

**Full guidance on the use of CCTV can be found on the Information Commissioners website on**

**[http://www.ico.gov.uk/for\\_organisations/guidance\\_index/~media/documents/library/Data\\_Protection/Detailed\\_specialist\\_guides/ICO\\_CCTVFINAL\\_2301.ashx](http://www.ico.gov.uk/for_organisations/guidance_index/~media/documents/library/Data_Protection/Detailed_specialist_guides/ICO_CCTVFINAL_2301.ashx)**

**Milnrow Parish CE Primary displays signs to inform the public of the presence of CCTV.**

## DATA PROTECTION (SEE ALSO APPENDIX 1, DATA PROTECTION GOOD PRACTICE GUIDANCE NOTE)

**Data Protection (see also Appendix 1, Data Protection Examples). The Data Protection Act is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the Act should not be wrongly used to stop people taking photographs or videos which provide many with pleasure.**

## CONSENT (SEE ALSO APPENDIX 2 FOR MODEL CONSENT STATEMENT)

**School will obtain written consent from the parent/guardian or a child or young person under the age of 18 years before taking any photographs or making any digital or video recordings of that child or young person when they can be clearly recognised in an image. This is because an image of a child is personal data for the purposes of the Data Protection Act 1998 and it is a requirement of the Act that consent is obtained. Failure to obtain consent may result in prosecution.**

**Consent lets the parent/guardian know why the image is being taken/used, how long it will be kept and when/how it may be used. If there is more than one purpose it must be listed and the parent/guardian should be given the option to opt out if there is more than one purpose.**

**Consent must be sought prior to the photographs being taken and used. Parental/guardian consent will need to be given to allow photographs to be taken. Parents/guardians must be asked to sign to say they agree to photographs being taken, used and stored.**

**It is always preferable that the consent of a parent/guardian is obtained in writing. It is recognised, however, that it may not always be possible to obtain written consent and, in these circumstances, verbal consent may be acceptable. If verbal consent is obtained it should be recorded in writing by the member of staff obtaining the consent, with written consent being obtained as soon as possible.**

**Images should be destroyed two years after the date on the consent form unless further consent has been obtained for future use. If images exist of children that were obtained without consent, they should not be used and must be destroyed.**

## APPENDIX 1

### Data Protection Examples

Personal use:

- **A parent takes a photograph of their child and some friends taking part in the school Sports' Day to be put in the family photo album. These images are for personal use and the Data Protection Act does not apply.**
- **Grandparents are invited to the school nativity play and wish to video it. These images are for personal use and the Data Protection Act does not apply.**

Official school use:

**Photographs of pupils or students are taken for building passes. These images are likely to be stored electronically with other personal data and the terms of the Act will apply.**

- **A small group of pupils are photographed during a science lesson and the photo is to be used in the school prospectus. This will be personal data but will not breach the Act as long as the children and/or their guardians are aware this is happening and the context in which the photo will be used.**

Media use:

- **A photograph is taken by a local newspaper of a school awards ceremony. As long as the school has agreed to this, and the children and/or their guardians are aware that photographs of those attending the ceremony may appear in the newspaper, this will not breach the Act.**

**The Data Protection Act should not be wrongly cited to stop people taking photographs or filming videos.**

Consent Statement  
Use of Photographs & Images

Milnrow Parish CE Primary School adheres to all principals of the Data Protection Act 1998.

Name of Child	
Name of Parent / Carer	

As the Parent / Carer I give consent for Milnrow Parish CE Primary School to take photographs / images appropriately for the duration of my child's time at the school. The school may (tick those that apply):

- Use my child's photograph / image in publicising or promoting an official event organised by the school (this includes use of the media i.e. newspaper).*
- Use my child's photograph / image in official promotional publications produced by the school.*
- Use my child's photograph / image on the school website or intranet (understanding the image can be viewed on the internet).*
- Use my child's photograph / image on the school's social media page*

In order to be allowed to take images of your own child during school events you must agree to the statements below:

- When taking photographs of my child at school should any other child/ren appear in these photographs: as a parent I will seek permission from the other child/ren's parents before placing the photo on any social media.*
- I confirm that any images I take at official school events will not be used inappropriately.*

I understand that photographs and images will be stored in school electronically on password protected and access controlled computer systems and will be deleted after 2 years of the child leaving Milnrow Parish CE Primary School.

Name (Please Print)	Signature	Date of Consent

