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Taking pictures and videos of children and young people's achievements and activities is a wonderful way of capturing memories and promoting successes but consideration needs to be given as to how those images may be used.

Introduction

At Cotford St Luke Primary School we acknowledge the importance and relevance of recording images of our pupils as they progress through our school on their learning journey. However in this age of digital media where social networking and instant messaging are the norm, we must be ever mindful of the need to safeguard the welfare of our children. Legislation such as the Children Act 1989, section 11 of the Children Act 2004 and the statutory guidance 'Keeping Children Safe in Education', places an obligation on us all to safeguard and promote the welfare of children and young people. The Data Protection Act also emphasises the need to ensure that consent is given for the use of images of clearly identifiable people, children and adults alike.

This policy will apply to all forms of images captured and to any type of device that is capable of taking an image.

Purpose

The school has developed this policy to support the following:

- To ensure that images are only used for the original purpose intended.
- To ensure that the school's use of images is understood by staff & parents / carers.
- To ensure the storage of images is secure and monitored.
- To ensure that once a child has left our school, any images of them are permanently deleted as soon as they are no longer required. The School may retain some group images captured at key school events i.e. productions, theme days and sports days for school archiving purposes.
- To ensure that individual rights are respected and child protection requirements met.
- To ensure that the inappropriate use, adaptation or copying of images for use with any child is restricted.
- To ensure appropriate consents are in place.

Scope

This policy covers:

1. Images taken by staff for school use
2. Images taken by parents or legal guardians (or friends and family invited into our school by them)
3. Images taken by the media
4. Images taken by children photographing one another
5. Images taken by professional photographers

Images taken by staff for school use

During our time with pupils, we may capture images of them to support their learning or record a memory of a particular event/achievement. Any such images will be captured with due regard to the law and the need to safeguard the privacy, dignity, safety and wellbeing of our pupils. Careful consideration will be given as to how activities involving the taking of images are organised and undertaken. All adults need to remain sensitive to any children who appear uncomfortable, for whatever reason, and should recognise the potential for such activities to raise concerns or lead to misunderstandings.

We acknowledge:

- Images of people are defined as personal data, particularly if they are processed in conjunction with other personal data such as names and addresses. As such the Data Protection Act applies to the processing of them. This includes capturing, storing, sharing and destroying images.
- We shall seek consent from parents/carers prior to any images of their child/children being captured and used as part of school life (i.e. in children's work books, on display boards and/or school publications including the school website). Once returned to school, that consent document will be securely stored. Parents/carers will be reminded throughout the year of their right to change their decisions with regard to consent.
- Where the school has no record of receiving such parental consent, it shall be assumed that consent has not been given.
- Images captured by staff in school during school activities, on school trips or visits may be used in the curriculum and displayed within the school (including in children's books), on the school website or at parents' evenings to illustrate the work of the school (subject to the relevant consents from parents/carers.)
- Images will only be used for the purpose for which they were initially captured unless additional permission is sought from parents/carers to use that image for a different purpose. In this instance, that permission must be recorded prior to use of the image.
- Images will only be captured on school approved equipment and all equipment will be

subject to scrutiny by senior management at any time they feel appropriate. Images will be transferred to the school server for secure storage and deleted from the equipment used for capture.

- Any suggestion that an inappropriate image has been captured (whether intentionally or otherwise) will be reported to a member of the Senior Leadership Team, one of our Designated People for Safeguarding or to the Chair of Governors according to our 'Whistle Blowing' policy. The matter will be investigated immediately and appropriate action taken.
- No device which has been used for capturing images of pupils will leave school premises until the images have been securely stored on the school server and removed from the device.
- It is not appropriate for staff to capture images of our pupils for personal use.
- Our staff will only take and use images that are appropriate and would not be considered as being open to misuse.
- When taking photos of children, we acknowledge it is preferable to use group pictures and where possible, will aim to achieve this.
- If an image of a child is used, the maximum personal identification associated with the image that we will use is their first name and a surname initial.
- We shall not use full names along with images of our pupils.
- 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.
- When capturing an image of any of our pupils, we will endeavour not to infringe on their privacy in any way.
- We will not intentionally capture images which may cause humiliation, embarrassment or lead to others making fun of the subject. If an image is inadvertently captured and is deemed to possibly leave someone open to ridicule of any kind, the image will be destroyed.
- On no account will images of children be captured in changing rooms, toilets or other areas of privacy.
- Images will be kept securely on the school server and no unauthorised access will be given to these images.
- Once a child has left our school we shall securely destroy or delete any images held as soon as they are no longer required unless kept to record a specific school event or memory.
- Where our pupils are attending/taking part in a specific event outside of school (e.g. music concert, sports festival, etc) where we do not have control over the capturing/use of images, separate consent must be sought from the parents/carers prior to images being captured by the outside body/establishment.



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- If images are captured by school for commercial purposes (i.e. we record a production and sell copies to parents), consent will be sought through the school consent form, the recording will be at a 'dress rehearsal' and children will not be penalised from taking part in the main production if consent is not approved.
- In connection with the above: Where there are any child protection concerns, these will be discussed with relevant Social Service provision prior to the event taking place in order to explore all available options.

Images taken by parents or legal guardians (or friends and family invited into our school by them)

We know how important it is for families to have a lasting record of their children growing up and images are an excellent way of capturing those memories. It is not our intention to restrict family and friends invited into our school from capturing images of their children, however we do ask that anyone taking images respect the privacy and rights of all those within the school community.

- Where possible, try and ensure you are capturing images of **only** your child/children.
- If images of any other child are captured in connection with our school (whether taken on our site or during a school event elsewhere) we ask that all concerned respect the privacy (and any potential safeguarding issues) of those children and their families and insist that these images are **not** shared/uploaded/downloaded or made public in any way, (e.g. through social media or any other distribution methods).
- Parents/carers will be reminded of this prior to the start of any school event/production; as part of a school letter, and verbally at the event itself.

Images taken by the media

It is recognised that press coverage is an important means of publicity for any school as well as being an accolade for our children, and it is generally welcomed by parents. However there is still a need to protect our pupils. The same conditions apply to press coverage as to official school use:

- Before any image can be captured and used, the school must check that parental permission has been gained.
- Prior to images being captured and used, school must have a clear understanding of how the images will be used.
- Any outside agency wishing to capture images of our pupils will be asked to read our 'use of images' policy.
- Any outside agency must be clear that images captured may only be used for the purpose for which they were originally taken.
- If a group image is taken, the school will only allow the press to identify them as "a group of year ... students from Cotford St Luke Primary School".



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Images taken by children photographing one another

Parents and children will be advised of the guidelines regarding capturing images in the points listed below and if images are found by staff to be inappropriate they will be deleted.

It is acknowledged that students taking photographs can be a useful tool for learning, however, where this happens:

- Only school approved equipment will be used, (unless capturing memories of a school trip or other significant event such as their last day at the school.)
- Staff will supervise and maintain control over any images captured of our pupils during school related activities (whether on site or elsewhere).
- Our pupils must not take photographs without the subject's knowledge and consent.
- If capturing an image of another pupil, our children must not infringe on another pupil's privacy in any way.
- Our pupils must not intentionally capture images which may cause humiliation, embarrassment or lead to others making fun of the subject. If an image is inadvertently captured and is deemed to possibly leave someone open to ridicule of any kind, the image will be destroyed. Staff may request an image to be deleted if they feel this policy may have been infringed.
- On no account will images be captured in changing rooms, toilets or other areas of privacy.

Images taken by professional photographers

Images taken by professional photographers are shared via a secure link for parents to purchase if they wish. There may be times when pupils must not be in photographs taken by professional photographers and, in such circumstances, we will ensure that two versions of the picture are taken: one with the child present (only to be provided to their parents / guardians) and a version without the child present, which will be shared with all other parents.

In all cases, when parents order copies of professional photographs, they are reminded of our strict policy, barring parents from sharing the image online.

Ensuring Awareness

It is important for the whole school community to be aware of this policy and the relevant procedures documented by it.

Staff

- Each member of staff will be aware of those children in their care who must not be photographed. Staff will share this information appropriately, when necessary, i.e. whenever there is an event that may be photographed and consent details will be checked.
- Image recording equipment user guides.



Pupils

- Made aware of policy around using school equipment.

Parents / Carers

- All invitations to school events which can be attended by parents / carers, family or friends of pupils will include a reminder of the policy with respect to the taking and sharing of images. The same reminder will be repeated by a public announcement at the beginning and end of any school event.

Image Storage Organisation

The images will be stored on the school's secure server in a folder which is only accessible by school staff.

Folders will be created for each academic year, with a subfolder for each year group. This makes it easier to identify images which must be destroyed after a child has left the school.

Image file names will either be a group name or an individual, but only with first name and one letter of surname.

Consent Form Storage

Consent forms are stored centrally on the SIMS MIS, and paper copies are also held on individual pupils' files (again held securely on the school site).



USE OF PUPIL IMAGES POLICY

Appendix One - Parental Consent Form

IT IS VERY IMPORTANT THAT THIS FORM IS RETURNED TO SCHOOL

CHILD'S NAME:

Dear Parent/Carer

During the course of the school year, we may sometimes wish to take photographs or videos of children within school or on school trips, this will be either for our own records or for inclusion on our website. The school will invite an external photographer to the school each year to take official school photographs and the school may also invite the media to the school to take photographs for publication.

Please note the following information for parents which applies to photographs taken at all events (eg Sports Day, School Concerts/Performances etc).

We recognise that you may wish to take pictures and film of your child as a memory of their growing up. To respect the privacy of others, and any potential Child Protection concerns, please ensure you take images that include only your child. PLEASE UNDER NO CIRCUMSTANCES SHARE/UPLOAD/DOWNLOAD OR MAKE PUBLIC ANY PICTURES WHICH INCLUDE OTHER CHILDREN TO ANY INTERNET OR SOCIAL MEDIA WEBSITE. Any images taken must be for personal use only.

To comply with the Data Protection Act 1998, we need to ask your consent before the school or the media record any images of your child. Please answer the questions below and then sign and date the declaration:-

I give my permission for my son/daughter's (please tick as applicable)

First name ONLY to be used within school (for example, in wall-mounted displays)	
Image ONLY to be used within school (for example, in wall-mounted displays)	
First name WITH image to be used within school (for example, in wall-mounted displays)	
First name ONLY to be used on the school website, Class Dojo, Google Classroom, school Twitter feed & local media	
Image ONLY to be used on the school website, Class Dojo, Google Classroom, school Twitter feed & local media	
First name WITH image to be used on the school website, Class Dojo, Google Classroom, school Twitter feed & local media	



USE OF PUPIL IMAGES POLICY

Please ensure that you have read and understood the Conditions of Use included below prior to signing this form.

Signed

Date

Relationship to Child

Conditions of Use

1. If you change your mind about giving consent to any of the above during the course of the school year, please contact the school immediately.
2. If we decide to take photographs or video for any other purpose than those listed here, we will ask for additional specific consent.
3. Images of children will be stored securely at school. Please be aware that the school has no control over the way external photographers and the media store images.
4. The school will not use or retain photographs of your child after they cease to be a pupil at this school. Please be aware that the school has no control over the way external photographers or the media retain or use photographs of your child after they leave school.
5. We will not include any personal details such as home phone numbers or email addresses of pupils in our publications, without seeking separate permission from you in advance.
6. We will only use photographs of pupils who are suitably dressed, in order to minimise any risk of misuse.
7. We will only use photographs of a whole class with a general label, where individual children are not identified.



Appendix Two - Script to be read prior to any school public event where images may be recorded by parents

“We recognise that you may wish to take pictures and film of your child as a memory of their growing up. To respect the privacy of others, and any potential child protection concerns, please ensure you take images that include only your own child. Please under no circumstances share/upload/download or make public any pictures which include other children to any internet or social media website. Any images taken must be for personal use only.”