

Policy on Photographic and Video Images

1 Introduction

- 1.1 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.
- 1.2 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

- 2.1 As around 95% of our children have previously been given permission for the school to take / display photos of their children, the school operates an opt-out approach. During the first two weeks of the school term, parents will have the option to opt-out of their child's photograph being used within the school, on the school website and in the media. During these two weeks the school will remind parents in a number of different ways:

- Newsletters
- During 'Meet The Teacher' sessions with the class teacher
- By text message
- Parents will be given at least three reminders to opt out.

The opt out form will be given to the parents or guardians of all children joining the school in each successive year.

Where parents or carers opt out, then the children concerned will not have pictures taken of them.

- 2.2 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.

3 School performances

- 3.1 We will allow video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent.
- 3.2 The school will observe the way in which video recordings are made, and photographs taken, during performances, 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

- 4.1 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 Mobile phones

- 5.1 We do not allow children to bring mobile phones into school. Adults may bring mobile phones, but must not use them to take pictures of children.

6 Use of digital cameras

- 6.1 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.
- 6.2 Images will be made only as appropriate for school-related activities.
- 6.3 Children will be taught how to take pictures, but we will discourage them from taking pictures of each other, and they will be supervised by an adult when they have access to a digital camera.
- 6.4 As soon as images have been used for their intended purpose (e.g. illustrating a good football pass), they will be deleted. The school will not store digital images any longer than for their immediate use.

7 Media publications

- 7.1 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 regional 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 inform parents and carers of the event in advance, and allow them to withdraw their child from the event if they so wish. 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

- 8.1 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.

Signed:

Date: