



Waterhouses CE  
Primary Academy

# Acceptable Use of Photographs and Video Images Policy

Committee	SSSE
Date Approved by Governing Body	June 2017
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Next Review Date by Committee	April 2019

*'Celebrate Learning, Achievement and Friendship in God's Love'*  
*Core Christian Values: Love, Trust, Hope, Respect*

## Introduction

The EYFS Safeguarding and Welfare Requirements (2012) require our setting to have a clear policy and procedures that covers the use of cameras within the school.

This policy is based on statutory guidance from the DfE *Working Together to Safeguard Children* (March 2015) and keeping Children Safe in Education (KCSIE 2016) and Staffordshire Safeguarding Children Board (SSCB) *Guidance for Safer Working Practice for Adults who Work with Children and Young People* January 2016.

Waterhouses CE Primary Academy believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements. We only use images which we consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.

Through this policy we aim to protect children's and parents' rights of privacy and minimise the risks to which children can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

## Data Protection

Photographs and images of pupils and staff are classed as personal data under the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves, or in the case of pupils, their parent, guardian or carer.

## Use of Images

Some of the main purposes for which we may wish to use images of children to enhance the written or spoken word are listed below. Although this provides a useful reference point for the school and parents, it is not an exhaustive list.

1. Newspapers and magazines
  - school sports days
  - special achievement awards / prize giving
  - launch of a special project
  - opening of new facilities
  - school concerts or plays
  - Visits or visitors to school
2. Television
  - Local news stories
  - National news stories
3. School Prospectuses
  - Prospectuses to attract prospective pupils and/or teachers.
4. School or QEGSMAT website

- Particular care will be taken by teachers, parents and pupils when considering placing photographs or information on the website. Photographs/articles are screened very carefully to ensure that children cannot be individually identified by name or by any other means. This includes ensuring that they cannot be identified from the file name of any electronic image files that are placed on the website.

### **General rules on using photographs of individual children**

- Parental consent must be obtained- parents will be asked to complete a consent form upon their child's admission to the school. This consent will be valid for the time the child attends the school. Once consent has been received, the school will use images as permitted within this policy. Parents may change their consent options at any time by requesting a new form and completing it as appropriate. Where the school has no record of receiving such a form, parental consent should be obtained each time the school is considering using their child's image.
- Full names of individual pupils will not be given in conjunction with their image without parental consent.
- We will not use images of a child who is subject to a court order.
- We will primarily use photographs of children as part of a group if placed on the website, with no names given.
- No personal details will be revealed in an image e.g. pupil name, address, age or telephone number.
- Only images of children in suitable dress will be used - no swimwear or photographs of children whilst getting changed e.g. for PE.
- We will ensure images are stored securely, especially where electronic, and used only by those authorised to do so. File names given to electronic images of pupils will not identify the child.
- We will not re-use any photographs or recordings after your child leaves the school (unless permission has been specifically sought)

### **EYFS- Developmental Profiles**

Photographs taken for the purpose of recording a child or group of children participating in activities or celebrating their achievements is an effective form of recording their progression in the Early Years Foundation Stage. However, it is essential that photographs are taken and stored appropriately to safeguard the children in our care.

Under no circumstances must cameras of any kind be taken into the toilets.

Only the designated school camera or school ipad is to be used to take such photographs as referred to above. Images taken on this camera must be deemed suitable without putting the child/children in any compromising positions that could cause embarrassment or distress.

All practitioners are responsible for the location and storage of the camera in a secure cupboard.

Images taken and stored on the camera must be downloaded (to the setting laptop) as soon as possible, ideally once a week. The setting laptop is password protected. All photographs of children on school ipads will be deleted as soon as they have been used for the learning purpose intended.

These rules apply where photographs are taken to show learning occurs higher up the school.

### **External Photographers**

We will ensure any external photographers invited into school are clearly briefed on what is considered appropriate in terms of content and behaviour e.g. there will be no unsupervised access to children or one-to-one photo sessions at events. Identification will be worn at all times. Newspaper photographers may only take

photos of children with permission from the school. If asked, the school will provide names and ages of children of children for publication in newspapers providing parental consent has been given. The consent form includes permission for newspaper photographs.

### **Mobile phones**

Misuse of mobile phones that can take and transmit images will be regarded as a breach of school discipline and dealt with accordingly. Mobile phone use in the school is in accordance with our mobile phone policy. Use of mobile phones as cameras by staff is not permitted.

### **Child Protection**

Any evidence of the use of inappropriate images will be reported immediately to the designated child protection officer, the LA, Social Services and/or the police as appropriate.

### **Photographs taken by Parents/Guardians for Personal Use**

We believe that parents should be able to record memorable moments within their children's school lives in photographs and/or video, where appropriate. In deciding whether or not it is appropriate to allow the use of photography/video it is important to protect the children in our care. There are occasions when it would not be appropriate e.g. when swimming or getting changed before or after a school performance.

Parents may take photographs/video of school events e.g. Christmas plays, sports days, activity days, school trips and outings. This applies to cameras, videos and mobile phones. Upon registration at the setting, parents/carers sign consent for photographs to be taken for such purpose.

Parents and relatives need to be aware that such photographs are for personal use only and must not be circulated more widely than the family. With due regard to child protection advice and data protection legislation, photographs/video should not be placed on the internet. Parents must follow guidance from staff as to when during an activity, photography/videoing is permitted and where to stand in order to minimise disruption to the activity.

### **Responsibilities**

Governors are responsible for the review of DfE and SSCB guidance and advice to ensure that this policy remains appropriate.

The Headteacher is responsible for ensuring the images are used as set out in this policy with appropriate consent from parents.

Parents are responsible for ensuring that images are used responsibly, and are not published in the press without the permission of the school and not placed on the internet.

N.B. The school does not accept liability for parents who do not adhere to such requests.

### **Monitoring**

Staff and Governors will review this policy every two years, taking into account advice and guidelines provided by local or national government.

The Headteacher will monitor the implementation of this policy and will ensure all staff, volunteers and students are aware of its contents. Any changes made to this policy will be communicated to parents as necessary.

**Related policies:** E- Safety policy, ICT Acceptable Use policies, Safeguarding policy, Mobile Phone policy

### **Appendices**

Consent form for photography/videoing in school upon admission to the school.  
Conditions for Use.

**Waterhouses CE Primary Academy**  
**Acceptable Use of Photographs and Video Images Policy**

**Consent form for photography and Videoing in school**

Name of child: \_\_\_\_\_

Photographs of our children learning are taken on a regular basis. We may use these images for classroom displays, powerpoint presentations or in topic books to celebrate children's achievements or successes.

Still images may appear on our website or the QEGSMAT (no children's names given, usually in a group) or occasionally in printed publications (again no names) to promote the school. We may also, on occasions make video recordings.

From time to time, our school may be visited by the media who will take photos or very occasionally film footage. Newspaper photographers do request children's full names.

Please **tick** the answers to the questions below to complete this parental consent from.

	Yes	No
May we use your child's photograph in classroom displays, presentations (in-school) and children's topic books.		
May we use your child's photograph (no name given) in printed publications distributed within the school community eg promotional material, professional class group photos.		
May we use your child's photograph (no name given) on the school or QEGSMAT website		
May your child's photograph appear in the newspaper with their full name and age if asked for.		
I am happy for my child's image to appear in other parents' photos taken at school events eg the Christmas play and understand that they are for personal use only.		
May we record your child's image on video (school educational use only)		

*Please note that the conditions for use of these photographs are on the back of this form. Please also refer to our **Acceptable Use of Photographs and Video Images Policy** for further details. This may be obtained from the school website or school office.*

I have read and understood the conditions of use

Parent's or guardian's signature: \_\_\_\_\_

Date: \_\_\_\_\_

### **Conditions for Use**

- 1) This form is valid for the period of time that your child is at this school.
- 2) We will not re-use any photographs or recordings after your child leaves the school (unless permission has been specifically sought)
- 3) We will not use the personal details i.e. address, phone number, e-mail or full names in or alongside photographs, on our website, QEGSMAT website or in any of our printed publications.
- 4) We will only use images of pupils who are suitably dressed to reduce the risk of such images being used inappropriately. No swimwear or photographs during changing e.g. before or after a school play.
- 5) We will only use the designated school camera(s).
- 6) We will ensure images are stored securely, especially where electronic, and used only by those authorised to do so. File names given to electronic images of pupils will not identify the child.
- 7) All external photographers e.g. newspaper photographers will be supervised at all times.
- 8) Photographs taken by parents at school events are for personal use only within the family and will not be placed on the internet.