

NETHERBROOK PRIMARY SCHOOL



POLICY FOR USE OF CHILDREN'S IMAGES IN SCHOOL AND FOR PUBLICITY PURPOSES

Introduction

- The word images is used here to include photographs, digital photographs, webcam images, mobile phones, film, video and CCTV recordings.
- Netherbrook Primary School 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 that the Head Teacher and Governing Body 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 respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

- Photographs and video images of pupils and staff are classed as personal data under the terms of 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. General consent will be gained from parents in the annual consent form and specific consent by phone if children's names and photographs are to be used in newspapers.
- In seeking consent we will ensure that parents are clear why we are using a child's image and what we are using it for.

General consent is requested through the completion of a section on the *Home Information Sheet*. This is completed as part of the school's admission procedures. General consent is sought for using children's images for the purposes outlined in paragraph 1 above.

Specific consent may be sought from parents for particular projects involving the taking of children's photographs. In seeking specific consent, we will ensure that parents are clear why we are using a child's image, what we are using it for and who might want to look at the pictures. Any specific consent form will make clear the period of time for which consent applies.

- All original images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left the school; these images will be destroyed.

Specific information through the use of warning notices will inform pupils, staff and visitors of CCTV recording. (Images and video footage will be stored for a maximum of two weeks then deleted permanently).

Child protection

- We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
- Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LEA, Social Services and/or the police as appropriate.
- Individual pupils will not be named in conjunction with their image unless parental consent received and we will never use an image of a child who is subject to a court order.
- No pictures of pupils will be displayed in the reception area. Staff and Governor Photographs may be displayed in the reception area unless any person specifically asked for their photograph not to be displayed.

School Website

- We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website.
- Images, and accompanying details, will only be used in line with official guidance as outlined on the Becta website:
http://schools.becta.org.uk/index.php?section=is&catcode=ss_to_es_pp_sw_03&rid=9960

Camera use

- Members of staff will only use cameras and storage media belonging to the school. Staff members must not use their own cameras.
- Cameras or storage media must not be taken home.

Webcams and mobile phones

- The school recognises that webcams and mobile phones can be used to take images without people's knowledge. If any webcam is in use, the area will be signposted so that people know the webcam is there before they enter that area.
- Misuse of mobile phones that can take and transmit images will be regarded as a breach of school discipline and dealt with accordingly.

Such phones will not be allowed in areas where children are changing and must not be used to take children's photographs in school without their knowledge and consent.

External photographers and events

- If the school invites or permits an external photographer to take photographs within school, we will:

Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
Issue the photographer with identification which must be worn at all times
Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
Not allow unsupervised access to children or one-to-one photo sessions at events.

- The same conditions will apply to filming or video-recording of events.
- Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. Newspaper photographers may only take photos of children with permission from the school. If asked, the school may provide names of children for publication in newspapers. No specific address and no other contact details will be supplied. The general consent requested on the Information Pack includes permission for newspaper photographs. However, wherever possible and practicable, we will inform parents before allowing journalists to take photographs of pupils. Parents may then request that their child not be included.

Parents and Carers

- It is the policy of the School to allow Parents and Carers to take photographs and videos at school events. Those wishing to record such events must inform the school. This applies to cameras, videos and mobile phones.

Images taken by Children

The school encourages children to take photographs and videos of each other as a way of recording events. This may take place in school, on school trips or on residential visits. The use of cameras within school, on trips or visits is part of the pleasure and the learning in the experience.
There is no reason why pupils should not be allowed to take photographs so long as anyone photographing respects the privacy of the person being photographed.
This is seen as part of the school's code of behaviour.
Infringement of this respect of privacy will be dealt with in the same way as any other breach of school discipline.