

**Eldersfield Lawn
CE Primary School**

**Policy & Guidance
to support
the safe and
appropriate use of
images**

Adopted by Governors: February 2012

Last reviewed: June 2022

Next review due: June 2023

Introduction

There are many occasions when staff and parents will want to take photographs of children. Such occasions include everything from observation, evidence, assessment and curricular purposes in the classroom to award ceremonies, performances, trips and sporting events as part of the extended activities programme. The intention of this document is to set out clear guidelines which will balance the use of photography as a source of pleasure and pride with the need to safeguard children and protect the rights of the individual.

This guidance sets out to ensure that:

- Images are only used for the purpose intended
- Settings use of images is facilitated
- Personal family photography is allowed where possible
- Individual rights are respected and child protection issues considered
- Parents/carers and children are given the right to opt out.

Definitions

The term 'images' refers to photographic prints or slides, digital images, videos or moving images. Images may be distributed via print, DVDs, the internet or other technologies.

The term 'settings' refers to Early Years Settings, Maintained Schools, Independent Schools, Free Schools, Academies, Short Stay Schools, out of school provision, childminders and Children's Centres.

Safeguarding Children

The welfare and protection of our children is paramount and consideration should always be given to whether the use of photography will place our children at risk. Images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the internet, particularly social networking sites.

For this reason consent is always sought when photographing children and additional consideration given to photographing vulnerable children, particularly Looked After Children or those known to be fleeing domestic violence. Consent must be sought from those with parental responsibility (this may include the Local Authority in the case of Looked After Children).

Data Protection

The Information Commissioner's Office (ICO) maintains a public register which includes the name and address of 'data controllers' and details about the types of personal information they process. 'Notification' is the process by which each data controller's details are added to the register. All settings need to ensure they are registered with the Information Commissioner's Office every year. Failure to notify the ICO is a criminal offence. Notification is necessary if settings are processing personal information. This includes taking photographs of the children using a digital camera. Personal data (including images) held by settings must be included in the setting's notification. Further information on data protection as well as details on how to notify can be found at: http://www.ico.gov.uk/for_organisations/data_protection/notification.aspx

In October 2007, the Information Commissioner's Office issued the following advice:

"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 much pleasure. Where the Act does apply, a common sense approach suggests that if the photographer asks for permission to take a photograph, this will usually be enough to ensure compliance.

- *Photos taken for official school use may be covered by the act and pupils and students should be advised why they are being taken.*
- *Photos taken purely for personal use are exempt from the Act."*

Please note that although notification is mandatory in most cases the data protection guidance within this document is 'recommended guidance' and settings must take individual responsibility for their own data protection issues in accordance with the Data Protection Act 1998.

Parental Consent

On admission of a child to Eldersfield Lawn CE Primary School, parents/carers will be asked to complete a consent form indicating their agreement or objection regarding the use of images of their child. Parents/children will be asked to complete the separate WCC consent form for images that have been taken for the purpose of LA publicity.

A list of children for whom consent has been refused will be maintained by the school and every effort will be made by staff not to include these children in photographs or video footage. The list will be updated on a regular basis¹.

The parent/carer will be asked to confirm, in writing, that they will inform the setting if they no longer wish images of their child to be used for any reason. Parents/carers should be aware that once images are in circulation or have been published, it may be impossible to remove them, although every effort will be made to ensure they are not used in future publications.

Setting Photography

Photographic and/or video images taken by staff may be used for curricular and/or extra-curricular activities, displays, on the setting website, in the setting prospectus or newsletter, as evidence of the child's development or as part of publicity in the media. Staff will ensure that:

- They are clear about the purpose of the activity and what will happen to the images when the activity is concluded.
- They always use setting equipment for taking images.
- They never record images using their personal camera, mobile phone or video equipment or for their own personal use.
- They will never photograph children in a state of undress, for example whilst changing for PE or a performance.
- They will report any concerns about inappropriate or intrusive photographs found to the Senior Designated Person following the setting's safeguarding procedures.
- They have parental permission to take, store and/or display or publish the images.
- Childminding settings should pay particular attention to the safe storage of digital imagery if using their personal equipment to record and store images.

Storage of Images

Images retained in school will not be used other than for their original purpose, unless permission is obtained from the parent/carer.

Images will always be stored securely and password protected.

Images should be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken. Images taken for publicity and promotional purposes should be retained for a maximum of two years. Images contributing to the history of the setting, its children, activities or the community, may be retained indefinitely.

For schools, further information on storage and security can be found in the LA guidance *Schools System and Data Security*.

Parental Photography

In many cases, images taken at setting events form an important part of family albums.

Everything possible will be done to ensure that this tradition continues. Parents are welcome to take images of their own children at award ceremonies, school concerts/shows and sporting events, with the permission of the Headteacher. However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety. Parents/carers will ensure that:

- They will respect the setting's decision to prohibit photography of certain children or a particular event.
- Any images taken are for personal use only.
- Images including children **other than their own, must not be sold or put on the internet**; if they are, Data Protection legislation may be contravened and they will be asked to remove them.
- They will not use any images of children so as to cause offence or harm.

¹ The LA recommends on admission to a setting with at least annual updates

The Use of Cameras and Video Recordings by Children

From time to time, children may be given the opportunity to use setting equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity.

Children will not use personal equipment in the setting for the purpose of taking photographs or video footage, unless being used as a learning resource in line with the setting's Acceptable Use Policy (AUP). This includes the use of personal mobile phones. The only exception to this is on a setting trip or visit where children may be allowed to take photographs for their own personal use.

It will be made clear that these images should be taken responsibly and not used to upset any other child

The use of images to bully or intimidate, including publishing photographs or video footage without permission on the internet, will be dealt with in line with the setting's behaviour and anti-bullying policies and may be viewed as a criminal offence.

Display of photographs

It is perfectly acceptable to display images of children in the setting environment with their names attached for the purpose of celebrating progress and achievement or assessment. However, all settings must give consideration to displays when rooms are available for other purposes.

Publicity

Press

On occasions, the media are asked to cover setting events or to highlight children's successes. This is an important part of celebrating achievement and informing the public of educational initiatives. The media operate under their own Code of Practice. Parents will be informed by the setting in advance if their children are likely to appear in the press. Local newspaper titles may share their images with other titles within the same syndicate. Any child whose parents have withheld permission, will not be photographed by the media.

Setting Publicity

Photographs of children's activities and achievements may be published in the setting newsletter or prospectus and posted on the school website. Names of individual children will not be attached to photographs and no contact details will be published. Where photographic permission has been withheld, photographs will not be published.

Setting Photographer

Class and individual or group photographs are often an annual event. Parents will be notified in advance of the photographer's visit and will be sent copies of photographs and given the option to purchase them. Copyright on all such photographs is retained by the photographer.

Links

This guidance links to the school's Data Security Policy, E-safety Policy, Acceptable Use Policy (AUP), Staff Laptop Policy, Safeguarding Children Policy and to the LA guidance 'Schools System and Data Security'.

Further Guidance

Further related guidance can be found in the Becta series of documents entitled *Good practice in information handling in schools*. They are:

1. Keeping data secure, safe and legal
2. Impact levels and labelling
3. Audit logging and incident handling
4. Data encryption
5. Secure remote access

and also in *AUPs in context: Establishing safe and responsible online behaviours*

These documents can be found on Edulink (www.edulink.networcs.net) and on the Department for Education website (www.education.gov.uk).

Consent Form for use of Images (photographs, videos, DVDs and digital images)

Photographs and/or video recordings of children may be taken whilst they attend the setting to celebrate their achievements and successes and as evidence of their progress and development. Still or moving images may be published in our printed publications (e.g. prospectus, newsletters) and/or on our external websites. They may also be used to promote the good practice of the setting to other teachers, e.g. at training events organised by the Local Authority or national education/government institutions. Children's names will never be published alongside their photograph externally to the setting. Names may be used internally, for example – on a display.

Electronic images, whether photographs or videos, will be stored securely on the setting's computer/network which is accessible only by authorised users.

Before using any photographs/videos of your child we need your permission. **Please answer the questions below, then sign and date the form where indicated and return it.**

Please circle

1. May we use your child's photograph in printed publications? **Yes / No**
2. May we use your child's photograph on our internet websites? **Yes/No**
3. May we allow your child's photograph (e.g. as part of a team or record of an event) to be used for publication in a newspaper? **Yes / No**
(Please note that the use of photographs in newspapers is subject to strict guidelines)
4. May we use any photograph or video of your child internally as part of regular activities and work of the setting? **Yes / No**
5. May we use any photographs or video containing your child to share good practice with staff from other settings? **Yes / No**
6. May we use images of your child on an external web site or for publicity or campaigns by national Government agencies? **Yes/No**

This form is valid from the date of signing until your child leaves the setting. Photographs and videos may be securely archived after your child has left the setting. Photographs and videos used for publicity purposes may continue to remain in circulation after your child has left the setting. You may withdraw your consent, in writing, at any time **but it may not be possible to remove images that are already in circulation or have already been published** although every effort will be made to do so.

We recognise that parents, carers and family members will wish to record events such as plays, sports days etc. to celebrate their child's achievements. The setting is happy to allow this, at the discretion of the Headteacher/Senior Manager, on the understanding that such images/recordings are used for purely personal family use. Images containing children **other than their own** should not be put on the internet for any reason, without first seeking permission from the other child's parents/carers.

A full copy of the setting's policy on the safe use of children's photographs may be obtained upon request.

Name of Child: Date of birth:

Name of person with Parental Responsibility:

Signed: Date:

Data Protection

Eldersfield Lawn CE Primary takes your privacy seriously and we have taken steps to protect it. Any personal data you give to us, including photographic images, will be processed strictly in accordance with the Data Protection Act 1998 and will be used for the purposes that you have consented to. We will not share your details with third parties without your consent, except where we are legally compelled or obligated to do so. Please note that where you consent to images appearing on the internet, they can be viewed worldwide including countries where UK data protection law does not apply.

Statement on the taking and use of photographs and videos at school events

Eldersfield Lawn CE Primary School will allow parents/carers to take photographs and/or videos of school plays, concerts etc. so long as parents/carers are aware that any images produced are for your own personal use.

Parents/carers should not sell images of children other than their own or place them on the internet, without first gaining permission from the other child's parents/carers.

Parents/carers should be aware that the taking of photographs and videos at school events is always at the discretion of the Headteacher.

There may be times when the Headteacher will refuse permission and/or make alternative arrangements for photographs/videos to be taken. This would occur, for instance, when a child in a production is a Looked After Child or is a child fleeing domestic abuse, who would be placed at risk were they to be photographed/videoed.