



# **Safe Use of Children's Photographs Policy**

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# Safe Use of Children's Photographs Policy

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## **1 Introduction**

Brookside Primary School recognises that photographs and images of the children's activities add colour, life and interest to materials and articles promoting the school and its initiatives. This can increase pupil motivation, staff morale and help parents and the local community identify and celebrate the school's achievements.

However, in order to respect young people's and parents' rights of privacy and because of potential safeguarding and child protection issues, photographs must be used in a responsible way. Brookside Primary School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

This policy seeks to achieve a practical balance to secure the above.

## **2 Data Protection Act**

Under the terms of the Data Protection Act 1998, images of pupils (or staff) must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access.

## **3 Parental Consent**

On admission of a pupil to the school, Parents / Carers will be asked to sign a Consent Form for Photographs (see Appendix 1), which clearly outlines the contents of this policy. In particular:

- i) How and where photographs will be used
- ii) The period of consent
- iii) The storage and deletion of photographs

The school will contact Parents / Carers annually with the option to change their preferences. This can, of course, be done at any time by contacting the school office.

## **4 The Use of Photographs of Individual Children**

Brookside Primary School will ensure that:

- Parental consent is obtained using the Consent Form for Photographs
- Only images of children in suitable dress will be used. Photos of children engaged in swimming, for example, present a greater risk of potential misuse

In these cases the content of the photograph should focus on the activity, not a particular child and should avoid full face and body shots (e.g. photographs of children in a pool, or from the shoulders up, would be appropriate)

- Where we have been informed that a child is subject to a court order then we will endeavour not to use their image
- Images are stored securely and only on equipment or storage media belonging to Brookside Primary School, especially where electronic, and used only by those authorised to do so.
- Images taken using the staff's personal equipment (e.g. mobile phones/ cameras) must very quickly be relocated to school storage systems and deleted from personal apparatus.

## **5 Video and Filming**

The appropriateness of photographic images outlined in Section 4 also applies to video / film images.

We recognise that Parents / Carers and family members wish to record events such as school plays, sports days, etc, to celebrate their child's achievements. It is important, however, that such records remain private and for their own personal use. Parents / Carers are informed that they should not share images of other children on social media sites.

Upon a child's admission to the school, Parents / Carers will be asked to sign a Consent Form for Photographs that acknowledges this.

## **6 Newspapers**

- Where Brookside Primary School allow newspaper reporters into school and providing parental consent has been secured, newspapers may publish photographs of pupils but must not publish names alongside them, unless otherwise agreed and permission has been sought. They may, however, refer to group photographs collectively (e.g. Class AB or Brookside Year 6 Football Team)

- Pupils must not be photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff
- The school cannot be held responsible if Parents / Carers themselves allow their children to appear in publications relating to school activities or send photographs direct, without the school's knowledge

## **7 Websites**

- The Consent Form for Photographs will explicitly include publication on the school website

## **8 Camera Phones**

Camera phones may be used by the school's staff at school events as outlined in Section 4 & 5.

It should also be noted that staff working with younger children who need support to go to the toilet or in some cases when changing a child, should not take a mobile phone or camera with them. Any staff member who is aware of such practice should inform the designated person for child protection as soon as possible.

## **9 Commercial and External Photographers**

Commercial and external photographers are invited into school on a routine basis to take official photographs of children. These can often be purchased by Parents / Carers or family members.

Such photographers will:

- Be given a clear brief about what is considered appropriate in terms of content and behaviour
- Wear identification at all times
- Never have unsupervised access to children or one-to-one photo sessions at events
- Never solicit photo sessions outside the event or at a pupil's home

## **10 Complaints Procedures**

Parents should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

## **11 Equality, Diversity and Inclusion**

At Brookside Primary School, we aim to ensure that no member of the school community experiences harassment, less favourable treatment or discrimination within the learning environment because of their age; any disability they may have; their ethnicity, colour or national origin; their gender; their religion or beliefs.

We value the diversity of individuals within our school and do not discriminate against anyone because of 'differences'. We believe that all our children matter and we value their families too. We give our children every opportunity to achieve their best by taking account of our children's range of life experiences when devising and implementing school policies and procedures.

## **12 Policy Review**

This policy will be regularly reviewed by the Governing Body and updated annually in line with Brookside Primary School's Policy Schedule.

The continual advances in technology and significant views expressed by parents, staff and pupils (if appropriate) will be taken into account.

## 13 Appendix 1 – Consent Form for Photographs

### BROOKSIDE PRIMARY SCHOOL

#### Consent Form for Photographs

Name of Child: .....

Date of Birth: .....

In accordance with our Safe Use of Children's Photographs Policy, **Brookside Primary School** would like to take photographs and / or video recordings of pupils whilst they attend the school to celebrate their achievements and successes. Still or moving images may be published in our printed publications (e.g. school prospectus, newsletters) and/ or on our external websites ([www.brooksideprimary.co.uk](http://www.brooksideprimary.co.uk) / Twitter). They may also be used to promote the good educational practice of the school to other teachers, (e.g. at training events organised by the Local Education Authority or national education / government institutions).

Children's names will never be published alongside their photograph externally to the school. Names may be used internally, for example, on a display.

Photographs / videos may also be published *for internal use only*, as part of children's regular classroom work (e.g. on classroom displays, within multimedia projects using PowerPoint, on the school's internal network and to share educational achievements with parents (e.g. video presentation of a school trip).

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

Before using any photographs/ videos of your child, we need your permission. Please answer Questions 1 to 5 below, then sign and date the form where indicated.

**Please return the completed form to the school office as soon as possible.**

*Please circle*

1. May we use your child's photograph in printed publications produced by Brookside Primary School or Nottinghamshire County Council?

**Yes / No**

2. May we use your child's photograph on our internet websites:

- a) as part of a large group or whole school activity?

**Yes/No**

- b) showing an individual activity? (e.g. holding a winner's trophy)

**Yes / No**

*Please note that the above is a very important way of promoting the activities of the school and celebrating the many wonderful achievements of our children. The school greatly appreciates your support with this.*

3. May we allow your child's photograph (e.g. as part of a school team or record of a school 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 and parents should not have particular concerns about their use.*

4. May we use photographs or videos of your child's participation in learning activities internally as part of the regular curriculum work of the school?

**Yes / No**

5. May we use video containing your child on the occasions we share good educational practice with teachers from other schools?

**Yes / No**

This form is valid from the date of signing until your child leaves the school. Photographs and videos may be securely archived after your child has left the school but will not be re-used or re-published externally without renewed consent. Archiving provides a valuable record of the school's history for future generations.

We recognise that Parents / Carers and family members will wish to record events such as school plays, sports days etc, to celebrate their child's achievements. Brookside is happy to allow this on the understanding that such images / recordings are used for purely personal family use.

A full copy of the school's Safe Use Of Children's Photographs Policy may be obtained upon request to the school office.

Signed: .....

Date: .....