



# Straits Primary School

## Guidance to support the safe and appropriate use of images in schools and settings

This policy has due regard to:

- [Working together to safeguard children: A guide to inter-agency working to safeguard and promote the welfare of children.](#)
- [Keeping children safe in education: Statutory guidance for schools and colleges.](#)
- <https://ico.org.uk/for-the-public/schools/photos/>
- [Safeguarding Children and Safer Recruitment in Education](#)
- Local authority guidance

### Introduction

At Straits Primary School, we use images and videos for a variety of purposes including assessment and curricular purposes, classroom and school displays as well as capturing and celebrating performances, trips and sporting events as part of our extended activities programme. The intention of this policy 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. We understand that parents/carers may also wish to take videos or photos of their children participating in school events for personal use.

Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the General Data Protection Regulation (GDPR), the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The photography policy sets out to ensure that:

- Photographs are only used for the purpose intended
- School use of photographs 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
- The school complies with GDPR, May 2018

### Definitions

The term 'images' refers to photographic prints or slides, digital images, videos or moving images. Images may be distributed via print, email, the internet (website/Facebook) or other technologies.

*"Personal use"* of photography and videos is defined as the use of phones/tablets/cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo and are not intended to be passed on to unknown sources.

*"Official school use"* is defined as photography and videos which are used for school purposes, e.g. for Integris/Arbor. These images are likely to be stored electronically alongside other personal data.

*"Media use"* is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for our website/Facebook page

*"Educational purposes"* used for a variety of reasons, such as school displays, assessment and workbooks.

### 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 in domestic abuse situations. Consent must be sought from those with parental responsibility (this may include the Local Authority in the case of Looked after Children).

### **Data Protection**

This policy adheres to the principles under data protection law. For further information please review the school's data protection policy and privacy notices published on the school's website.

The [Data Protection Act 2018](#) controls how personal information is used by organisations, businesses or the government. The Data Protection Act 2018 is the UK's implementation of the General Data Protection Regulation (GDPR).

Everyone responsible for using personal data has to follow strict rules called 'data protection principles'. They must make sure the information is:

- used fairly, lawfully and transparently
- used for specified, explicit purposes
- used in a way that is adequate, relevant and limited to only what is necessary
- accurate and, where necessary, kept up to date
- kept for no longer than is necessary
- handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction or damage

The DPA is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the DPA should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure. Where the DPA 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 - <https://ico.org.uk/for-the-public/schools/photos/>

### *Examples*

Personal use:

- A parent takes a photograph of their child and some friends taking part in the school Sports Day to be put in the family photo album. These images are for personal use and the Data Protection Act does not apply.
- Grandparents are invited to the school nativity play and wish to video it. These images are for personal use and the Data Protection Act does not apply.

Official use:

- Photographs of pupils or students are taken for library passes. These images are likely to be stored electronically with other personal data and the terms of the Act will apply.
- A small group of pupils are photographed during a science lesson and the photo is to be used in the school prospectus. This will be personal data but will not breach the Act as long as the children and/or their guardians are aware this is happening and the context in which the photo will be used.

Media use:

- A photograph is taken by a local newspaper of a school awards ceremony. As long as the school has agreed to this, and the children and/or their guardians are aware that photographs of those attending the ceremony may appear in the newspaper, this will not breach the Act.

### **Parental Consent**

On admission of a child to our school, parents/carers will be asked to complete a Data Processing and Media Permission Consent Form indicating their 'positive' agreement (or option to opt out) regarding the use of images of their child. Consent should be discussed with the child, once they are old enough to understand.

A data consent list 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 if consent for a particular child, or group of children, changes. The parent/carer should be asked to confirm, in writing, if they no longer wish images of their child to be used for any reason. They need to be made 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.

If parents wish to withdraw consent at any time, please contact the school office – 01384 818575.

### **School Photography**

Photographic and/or video images taken by staff may be used for curricular and/or extracurricular activities, displays, on the school website, Facebook page, in the newsletter, as evidence of the child's development (learning journey) 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 Designated Safeguarding Lead following the school's safeguarding procedures.
- They have parental permission to take; store and/or display the images.

### **Storage of Images**

Photographs retained in school will not be used other than for their original purpose, unless permission is obtained from the subject. Images should always be stored securely on the staff IT network or google drive - accessible to staff only. Photographs and videos are stored in labelled files and are only identifiable by year group/class number – no names are associated with images and videos. Ideally photographs will be deleted once the year group leaves the school however, photographs contributing to the history of the school, its children, activities or the community, may be retained indefinitely.

### **Parental Photography**

In many cases, photographs taken at school events form an important part of family albums. Everything possible will be done to ensure that this tradition continues. Parents are welcome to take photographs of their own children at award ceremonies, concerts/shows and sporting events, with the permission of the Headteacher/Senior Leader.

However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety. Guidance to be followed includes:

- Remain seated while taking photographs or videos during concerts, performances and other events.
- Minimise the use of flash photography during performances.
- In the case of all school events, make the focus of any photographs and/or videos their own children.
- Avoid disturbing others in the audience or distracting pupils when taking photographs or recording videos.
- Ensure that any images and recordings taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- Refrain from taking further photographs and/or videos if and when requested to do so by staff.
- Respect the setting's decision to prohibit photography of certain children or a particular event.

### **Use of a professional 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.

If the school decides to use a professional photographer for official school photos and school events the headteacher will:

- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.

- Issue the photographer with identification, which must be worn at all times.
- Let pupils and parents know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of videos and/or photographs.
- Not allow unsupervised access to pupils or one-to-one photo sessions at events.
- Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photographs for any other purpose.
- Ensure that the photographer will comply with the requirements set out in GDPR – complete a compliant agreement.
- Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images and/or videos are not used for anything other than the purpose indicated by the school.

### **The Use of Tablets/Cameras and Video Recordings by Children**

The development of digital imaging technologies has created significant benefits to learning; however, pupils need to be aware of the risks associated with sharing images and with posting digital images on the internet. When using digital images, staff should inform and educate pupils about the risks associated with the taking, use, sharing, publication and distribution of image. In particular, they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.

As part of the computing curriculum, children will be given the opportunity to use equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity. Children should 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 Acceptable Use policy. This includes the use of personal Smartphones/tablets. The only exceptions to this are on a trip/visit or at a school photography club where children may be allowed to take photographs for their own personal use – this will be at the discretion of the class teacher/ Head teacher and 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 without permission on the internet, will be dealt with in line with the school's behaviour and peer on peer abuse policies and may be viewed as a criminal offence.

### **Display of photographs**

It is perfectly acceptable to display photographs of children in the school environment with their names attached for the purpose of celebrating progress and achievement or assessment 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**

Our school uses the public facing website ([www.straitsprimaryschool.com](http://www.straitsprimaryschool.com)) and our school Facebook page (Straits Primary School) for sharing information with the community beyond our school. This includes, from time-to-time, celebrating work and achievements of children. All users are required to consider good practice when publishing content.

Where photographic permission has been withheld, photographs will not be published.

- We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image on video, on our website, in our school newsletter or in any of our other printed publications.
- We will not include personal e-mail or postal addresses, or telephone numbers on video, on our website, in our school newsletters or in other printed publications.

- If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption.
- If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
- We may use group or class photographs or footage with very general labels, such as 'a science lesson' or 'making Christmas decorations'.
- We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

This policy will be reviewed on a 2-year cycle.

Signed by:

Chair of Governing Body: .....

Date: .....

Head teacher: .....

Date: .....

Agreed at the Full Governing Body Meeting on: .....