



PHOTOGRAPHS POLICY

Reviewed annually by the Pupil Progress & Welfare Committee

Date of last Review	Signature
Spring 2016 8th March 2016	 Chair

Introduction

As part of our normal curriculum activities, children may occasionally be included in photographs or recordings that are taken during the School day. These are usually relating to a project that their class are doing and are available for you to see or they may be taken whilst your child is taking part in a special event organised for children at the School e.g. Arts days, fund raising, sporting tournaments, presentations etc. In addition, sometimes photographs/recordings are used in exhibitions, on displays of work in classrooms and corridors, on the School website and also in newspapers which may be covering School events.

However, photographs and videos must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

This policy applies to the use of photographs and videos in School publicity materials, on its website and in the press.

This policy was formed in consultation with staff and parents. Its implementation is the responsibility of all staff. Parents and visitors will be made aware of this policy.

Aims

At Alford Primary School, we aim to minimise any risks to children's safety by securing parental consent for the use of photographs and videos, and by being clear about when they will be used.

Objectives

The objectives of this policy are:

- To ensure child protection procedures are followed to keep all children safe from harm or the risk of harm
- To comply with the Data Protection Act 1998
- To be transparent about when photographs and videos of children will be used and for what purposes

Implementation:

Child Protection

There may be a risk when individual pupils can be identified in photographs and videos. When this concern has been raised, every effort will be made to ensure children are not photographed for public display.

Data Protection Act 1998

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for School publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians.

Alford Primary will not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the School have access.

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

Appropriate Use of Images in School Publicity Materials

The staff and governors of Alford Primary School will:

- Ensure that images are stored securely and used only by those authorised to do so; ensure that electronic images are stored on a secure network to which members of the public have no access;
- Not use an image of any child who is subject to a court order;
- Secure parental consent for the use of children's photographs or videos;
- Not use photographs of children or staff who have left the School without their consent;
- Ensure that children are appropriately dressed – a minimum of a vest/shirt and shorts.

School Website

The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. However, our staff and governors are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the misuse of the Internet by certain people. The Head teacher will seek the consent of parents regarding the use of images on the Internet. Children's names will not be included in photographs or videos of children published on the School website without seeking parent's permission.

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that:

Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children. Pupils must not be approached or photographed while at School without the permission of the School authorities.

There is no breach of the Data Protection Act 1998 in passing on a child's name to a journalist as long as parental consent has been secured.

Filming Events

It is usual for parents to take photographs and videos of children at School events such as Christmas performances and Sports Day. Any objections to this policy should be addressed to the Head teacher.

Any videos of School events that are uploaded to sharing sites such as You Tube, will be done under restricted access settings which requires a password for access.

If a commercial video is being made of children on, for example, educational visits or performing in School productions, School will inform parents and ensure they have consent.

The photographer/film maker will have a clear brief about what is considered appropriate in terms of content and behaviour and they will wear identification at all times.

We will not allow unsupervised access to children or one-to-one photo sessions, including outside the event or at a child's home.

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Head teacher who would report them in the same manner as any other child protection concern.

Camera Phones in Schools

Staff will only use mobile phones in office areas, the staff room or areas away from the children while School is in session.

Visitors will be advised of the ban on the use of camera phones in School.

Any child who brings a mobile phone on to the School premises will hand their phone in at the School office at the beginning of the School day and collect it at the end of the School day.

Parental Consent

The Head teacher will seek the consent of parents / guardians regarding the use of photographs of children when children start our School. This agreement remains in place for the duration of the child's School life unless it needs to change.

Parents must inform us immediately of any changes in circumstances, which would mean there is a child protection issue regarding the taking of and use of photographs/videos.

Monitoring and Review

Our policy and practice is monitored by the safeguarding leads and Head teacher.

The policy will be reviewed on an annual basis or before if there are any major changes in law relating to this area.



Name of child:

Occasionally, we may take photographs of the children at our School. These images may be used in our School prospectus, in other printed publications that we produce, on our School website, or on project display boards in School. We may also make videos for monitoring or other educational use.

Occasionally, our School may be visited by the media who will take photographs or film footage of a high profile event, or to celebrate a particular achievement.

In order that we can protect your child's interests, and to comply with the Data Protection Act 1998, please read the Conditions of Use on the back of this form before answering questions 1-4 below and signing and dating this form. Please return the completed form (one for each child) to School as soon as possible.

1. May we use your child's photograph in printed publications from the School which we produce for promotional purposes, or on project display boards, etc?

Yes No

2. May we use your child's image on our School Website?

Yes No

3. May we record your child's image on video?

Yes No

4. May we allow your child to appear in the media as part of School's involvement in an event?

Yes No

(Please note conditions of use on the back of this form).

I have read and understand the conditions of use attached to this form.

Parent or Carer's signature:

Name (block capitals please):

Date:

CONDITIONS OF USE

1. This form is valid for the period of time your child attends this School. Your consent will automatically expire after this time.
2. The School will not re-use any photographs or recordings after your child leaves this School without further consent being sought.
3. The School 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 the School prospectus or in any of our other printed publications.
4. The School will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our School prospectus or in other printed publications.
5. If we use photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption.
6. We may include pictures of pupils and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
7. We will only use images of pupils who are suitable dressed.
8. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Notes on Use of Images by the Media

If you give permission for a child's image to be used by the media then you should be aware that:

The media will want to use any printed or broadcast media pictures that they take alongside the relevant story. It is likely that they will wish to publish the child's name, age and the School name in the caption for the picture (possible exceptions to this are large group or team photographs);

It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.