

WHITEFIELD PRIMARY SCHOOL

Digital Images in school policy



Adopted: January 2015

Review date: January 2017

Whitefield Primary School

Digital Images in School Policy

Mission Statement

Our school is a place where everyone is treated equally, encouraged and respected. We believe that all children should be able to achieve their full potential academically, socially and emotionally. We are committed to our school being a safe and inclusion place where learning is nurtured and encouraged in a happy, caring and fun environment. We all work for our school to be a happy place where good behaviour is expected and all children enjoy their educational journey.

At Whitefield we believe in nothing but the best!

Introduction

Photographs and video for school and family use are a source of pleasure and pride, which can enhance the self-esteem of children and young people and their families. Parents/carers are not required to comply with the Data Protection Act 1998 when taking photographs for their own private use of their children at an organised event. Parents should not be stopped taking photographs for their own private use because of concerns of contravening the Data Protection Act. However we must always be mindful of the need to safeguard the welfare of children in our school, and issues of child protection, data protection and parental consent will be given careful thought. Images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the Internet. This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media. Whitefield primary school welcomes positive promotion of the school in the media. Where another body provides services or activities separately, using the school premises, the Governing Body will ensure that the body concerned has appropriate policies and procedures in place in regard to safeguarding children.

Consent forms

- All parents of pupils in the school will be asked to sign a consent form to gain permission to publish photographs in public places (including websites). – see Appendix 2
- If parents/ carers disagree over consent for their child, it will be treated as if consent has not been given.

- All adults¹ in the school will be asked to sign a consent form to gain permission to publish photographs in public places (Including websites). – see Appendix 3
- Parents retain the right to withdraw consent at any stage, but they need to do so in writing.

Use of images

Parents and carers

- The school will decide if the event is one at which photography and videoing will be permitted.
- When informing parents of the event, they will be informed of the schools decision.
- If general shots are to take place such as at a school fete, visitors will be warned in the invitation, so that general consent is implied by attendance
- Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE (sports day).
- Those parents and carers in the school to help with assisting children to dress or change will not be allowed to take photos or videos during this time.

Schools

- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so.
- Images older than one year will not be used in any new publications.
- Images taken for the publicity or promotional purposes will not be stored longer than two years.
- Photographs that contribute to the history of the school, its pupils, activities or the community can be retained indefinitely.
- When photos are destroyed, the negatives will be destroyed as well. Electronically stored images will be deleted from the system.

Children who should not be identified

- Where 'Looked After Children' (LAC) are concerned, we check consent on the corporate parent's behalf with the social worker, and there may be other situations (in adoption placements or following a resettlement from domestic violence for example), where a child's security is known by the class teacher to be at stake, indicating the need for extra care.
- Every effort will be made by the school to prevent capturing of the image of any child who should not be identified.

Media photographing and filming

- The media operate under their own Code of practice. Photographs taken by the media are usually exempt from the Data Protection Act.

- If the media are invited into school for publicity purposes parents/carers of those children likely to appear will be informed

Video conferencing

- Where parents have asked that their children's images should not be included in video conference every effort will be made to avoid this.

Mobile phones and other forms of personal technology (MMS Multi-media messaging service, video phones)

- These phones can take and transmit images and the same rules apply as for other photography, the user needs to recognise that any pictures taken are for personal use only.
- Staff are not permitted to use their personal mobile phones or any other form of personal technology, to take images.

Guidance for parents/carers

- Written guidance will be given to parents/carers to the effect that any images must be taken for personal use only and specify that images including others must not be put on the web/internet, and that if they are Data Protection legislation may be contravened.
- A copy of the 'Use your camera and video courteously' code' will be given to all parents/carers. See Appendix 1
- Parents/carers will be prompted with a verbal announcement at the start of the event that any images must be taken for personal use only. They will be reminded them that such images must not be sold or be put on the web/internet other wise Data Protection legislation is likely to be contravened.
- People with no connection to our school will not be allowed to photograph – staff will question anyone they do not recognise who is using a camera and or video recorder at events and productions.

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Appendix 1

'Use your camera and video courteously'

A guide for parents who wish to use photography and/or video a school event

Generally photographs and videos for school and family use are a source of innocent pleasure and pride, which can make children, young people and their families feel good about themselves. By following some simple guidelines we can proceed safely and with regard to the law.

- Remember that parents/carers and others, attend school events at the invitation of the head and governors.
- The head and governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The head and governors have the responsibility to decide the conditions that will apply so that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own personal use only. Such photos and videos must not be sold and must not be put on the web/internet. To do so would likely break Data Protection legislation.
- Recording or/photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events.
- If you are accompanied or represented by people that school staff do not recognise they may need to check who they are, if they are using a camera or video recorder.
- Remember that for images taken on mobiles phones the same rules apply as for other photography, you should recognise that any pictures taken are for personal use only.

Appendix 2 (page 1 of 2)

Consent form for use of images of children For use by Whitefield Primary School

Whitefield Primary School

Occasionally, we may take photographs, or make video or web cam recordings, of the pupils at our school. We may use these images on displays around the school, in our school prospectus, or in other printed publications that we produce, as well as on our website. Liverpool City Council may also use our photographs of pupils to illustrate the work in Whitefield Primary School, in council publications and publicity material. Sometimes the media (papers, radio or television) may visit our school and interview and/or take photographs, videos, or sound recordings of our children. These images may then be published in the local or national press.

Please answer questions 1 to 5 below, then sign and date the form where shown, and return the completed form to the school as soon as possible.

Please circle

1. Are you happy for your child to be photographed when taking part in school events? This may include by other parents for their own private use. **Yes / No**
2. Are you happy for your child to appear in the media? **Yes / No**
3. Recorded on video? **Yes / No**
4. In publications or publicity produced by Liverpool City Council? **Yes / No**
- 5 On the school website and Liverpool City Council website? **Yes / No**

Please note that websites can be seen throughout the world, and not just in the United Kingdom, where UK law applies. Please also note that the conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use which accompanied this form.

Parent's or guardian's signature: _____

Date: _____

Name (in block capitals): _____

Name of the child: _____ Class: _____

Appendix 2 (page 2 of 2)

Conditions of use

1. This form is valid for the period of time your child attends this school plus one year after they leave. The consent will automatically expire after this time.
2. We will not re-use any photographs or recordings for more than one year after your child leaves this school.
3. We will not use the personal details or full names (which means first name and surname) of any child or adult in a photograph on our website, in our school prospectus or in any of our other printed publications.
4. We will not include personal e-mail or postal addresses, or telephone or fax numbers 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 name of that child in the accompanying text or photo caption.
6. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by the pupils.
8. We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.
9. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.
10. We will remind you of this annually and give you opportunity to reconsider your consent.

Appendix 3 (page 1 of 2)

Consent form for use of images of adults in schools For use by Whitefield Primary School

Occasionally, we may take photographs, or make video or webcam recordings, of the pupils and adults at our school. We may use these images on displays around the school, in our school prospectus, or in other printed publications that we produce, as well as on our website. Liverpool City Council may also use our photographs to illustrate work in Whitefield Primary School in council publications and publicity material. Sometimes the media (papers, radio or television) may visit our school and interview or take photographs, videos or sound recordings. These images may then be published in the local or national press.

Please answer questions 1 to 5 below, then sign and date the form where shown, and return the completed form to the school as soon as possible.

Please circle

1 Are you happy for your photograph to be taken when you are taking part in school events? This may include by parents for their own private use.

Yes / No

2 Are you happy to appear in the media? **Yes / No**

3 Recorded on video? **Yes / No**

4 In publications or publicity produced by Liverpool City Council? **Yes / No**

5 On the school website and Liverpool City Council website? **Yes / No**

Please note that websites can be seen throughout the world, and not just in the United Kingdom, where UK law applies. Please also note that the conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Signature: _____

Date: _____

Name (in block capitals): _____

Appendix 3 (page 2 of 2)

Conditions of use

1. This form is valid for the time you are working/volunteering at this school plus one year after you have left, to enable us to publicise the work of the school effectively.
2. We will not re-use any images after this time.
3. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website or in printed publications.