



Policy for the use of photographic images of children

1 Introduction

The purpose of this document is to provide schools with general guidance and examples of good practice on the appropriate use of photographic images of children. This includes photographs taken by school staff, at school events by parents, and the use we make of digital images on the school website, video and digital images. When using such images we have regard to the law whilst protecting the safety of children. We also respect and work with the desire of parents and the school to celebrate and mark children's achievements and experiences through the use of digital photography

The Data Protection Act 1998 does not prevent individual parents or carers from photographing or filming their children at school events. There is also an exemption with regard to media coverage and occasionally images of pupils may appear in local or national newspapers or on television.

Legislation gives people the right to privacy and schools must make every effort to respect this when taking and displaying images.

2 Good Practice

We take a common sense approach with regard to the use of cameras/videos at school events, which include school performances, sports days, school trips and assemblies.

In trying to ensure that the use of photography and digital recording is safe, we aim to meet the following requirements:

- We always ask parents or carers to give permission for their child to be photographed whilst in school and/or involved in school activities on an annual basis
- Photography/recording will only take place in designated and adequately supervised areas, i.e. not backstage at a production where children might be changing, or in changing rooms prior to a sporting event.
- We honour the commitment stated on the consent form.
- We advise parents if media coverage is expected.
- We ensure all children are appropriately dressed and suitably supervised.
- We avoid naming individual children in full.

- We avoid using images of an individual child with no surrounding context.
- We avoid using images of a child who is considered or known to be vulnerable unless specific permission is given. We convey this limitation to parents at sports days, recitals, plays, productions and assemblies
- We try to represent the diversity of the pupils in the school in all “public” photos.
- We do not use images likely to cause distress or embarrassment to the child or parent.
- We ask parents/carers not to use a video camera during school plays and productions, so that children who should not be filmed are not accidentally photographed
- We remain aware of children’s safety and challenge and report any inappropriate photography or intrusive photography.
- We try to avoid using photographs of children after they have left the school.
- Where applicable we review images regularly and delete/destroy any unwanted material.

3 **Consent**

We include a consent form in admission packs and seek permission of parents/carers to use their child’s image. Once obtained the permission of parents/carers is resort regularly to use their child’s image. An example of a consent form is attached as Appendix 1. Once obtained, permission could be valid for the whole time that the child is on roll at that particular school, or for a specified period.

From September 2015 we include information in the school prospectus regarding the school’s policy on the use of children’s images in the school prospectus and that parents/carers will be asked to give their consent to this when their child is admitted to school.

In cases where a parent/carer does not agree to their child being photographed, staff must be informed and every effort made to comply with this wish. This can be very difficult to achieve on occasions, especially if the pupil is involved in a team sporting event. Parents/carers may well accept an exception in such cases if a compromise can be agreed, e.g. not including names of the pupils.

4 **Media Coverage**

Images taken for the purpose of journalism are exempt from the Data Protection Act. However, those children whose parents/carers have refused permission for their child’s image to be used in such a way would need to be excluded from media coverage. In any event, to reduce the risk of images being used

inappropriately, ensure that children are suitably dressed. For example, we don't allow photographs of children in swimming costumes.

5 School Websites

Throughout the school website, we avoid using any personal information relating to an individual child or adult. We never include addresses, phone numbers or email addresses of individuals unless they have asked for these to appear. In addition, we will never allow a picture of a child and his/ her name to appear on the same page, and we will not post photos of any child without consent. This also applies to online PDF versions of the school newsletter, where any photos are removed or altered prior to publication. Throughout the website, and on documentation uploaded to the website, children are only referred to by their first names.

7 Web cams

The use of webcams is covered by data protection requirements. The area where the webcam is being used must be clearly marked and people must be told of its existence and purpose. Parents/carers must give permission for their child to be involved in web cam use.

8 Children Photographing Each Other

There may be occasions, particularly on school trips, where children take inappropriate photographs of their friends. We discourage this and so the use of mobile phones with cameras is not permitted in changing rooms, toilets, etc .As well as on school visits and residential visits.



Permission form:

USE OF PHOTOGRAPHS OF CHILDREN IN PRINT & ONLINE

PUPIL'S NAME:.....CLASS:.....

PUBLICATION OF CHILD'S PHOTOGRAPH IN SCHOOL NEWSLETTER AND IN LOCAL NEWSPAPERS

(Please tick appropriate box)

I understand that from time to time the school may wish to publish examples of pupil projects, photographs of pupils on school displays, in the local newspaper or in the school prospectus.

My child's photograph can be used on the **School Prospectus** or placed in a printed version or PDF version on the website of the **school newsletter** and **internally within school(displays, etc)**

I agree.

I disagree

My child's work/ photograph can be published or placed in **commercial/out of school publications**, including **local newspapers**

I agree.

I disagree.

PHOTOGRAPHS/VIDEOS OF SCHOOL PERFORMANCES

(Please tick appropriate box)

I give permission for photographs/ videos to be taken of school public performances that may include my child.

I agree.

I disagree.

PUBLICATION OF CHILD'S PHOTOGRAPH ON SCHOOL WEBSITE/ IN DOCUMENTATION HOSTED ON THE WEBSITE

I understand that from time to time the school may wish to publish examples of pupil projects and photographs of pupils on the school website, or documentation that will be downloaded from the school website, including PDF versions of the school newsletter.

MY child's photograph/ work can appear on the **Germander Park School website** and in **documents such as the online version of the newsletter that appears on the website.**

I agree.

I disagree.

Signed.....Date:.....

Please complete, sign and return to the School office.