



Use of children's images Policy

Autumn term 2018

Review frequency:	Annually	Review date:	Autumn 2018
Governing committee responsible:	Pupils, Strategy & Resources committee		
Governor approval:	July 2017	Website:	Yes
Staff responsible:	Head Teacher prepared by Bursar	Date produced:	September 2017

*The word images is used here to include photographs, digital photographs, webcam, film and video recordings

Introduction

1. Clarborough Primary School believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.
2. We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.
3. Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.
4. Should you not wish us to take and use photographs of your child/ren, we ask that you inform the school office, no later than Friday 30th September.

Data protection

5. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer.
6. In seeking consent, we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures.
7. All images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left the school; other than in publicity material that has been pre-printed/published.

Child protection

8. We will only use images of children in suitable dress. The Head Teacher will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
9. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LEA, Social Services and/or the police as appropriate.
10. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

Websites

11. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website.

12. Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education and Skills Superhighway Safety website (<http://safety.ngfl.gov.uk/schools/>).

Webcams and mobile phones

13. Webcams and mobile phones can be used to take images without people's knowledge. The school's policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.
14. Mobile phones that can take and transmit images will not be permitted in areas of the school, such as changing rooms or sports facilities, where they could be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly.

External photographers and events

15. If the school invites or permits an external photographer to take photographs within school, we will:
- Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
 - Issue the photographer with identification which must be worn at all times
 - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
 - Not allow unsupervised access to children or one-to-one photo sessions at events.
16. The same conditions will apply to filming or video-recording of events.
17. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.