



Use of Images Policy

Faith Courage Love

Faith to move forward in confidence and succeed.
Courage to make a difference in the world every day.
Love one another as God loves us.

Faith - Roeliffie School will prioritise good relationships and will model respect for all in their policy implementation.

Courage - Roeliffie school commits to implementing this policy with integrity and in order to achieve the best possible outcomes for all stakeholders.

Love - All policies will be implemented in such a way as to ensure faith in fair process.

Policy Date	Review Date	Headteacher	Chair of Governors
June 2023	June 2025	Lesley Briggs	Nick Baird

This policy should be read alongside the school Privacy Notice, Information Policy and Online safety Policy

Purpose of policy

This policy sets out how Roecliffe CE Primary School will ensure the safety and welfare of children/young people in our care when making photos/images of them.

Policy Application

Our policy applies to all staff, governors and volunteers working at the school as well as visitors.

Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements.

Schools take images of pupils for various reasons e.g. promotional material; ceremonies (recognition of achievement, Prize giving, Sports Day etc.); functions (discos, charity events etc.); curricular activities (performance in sport/dance, field trips etc.); extra-curricular activities (school sports fixtures, school excursions, class outings etc.).

Such images are used to publicise the many activities in which pupils participate and to create a record of an event to show to participants, other pupils and parents/carers. To do this, photographs are displayed throughout the school; videos and photographs are shown to parents/carers, staff and others; social media posts are made; promotional leaflets etc are published and distributed.

Digital technology has vastly increased the use, and potential opportunities for misuse, of photography. Publicity concerning such matters has prompted the publication of a school policy on taking and using images of people and a series of guidelines for services and service users.

Roecliffe CE Primary School is committed to the protection of children and young people. However, the risk of a child being directly targeted for abuse through being identified by a stranger is so small that, providing reasonable precautions are taken, the practice of photography, for school events by families and the media, should be allowed. Furthermore, the widespread use of mobile telephones as digital cameras would make banning difficult to impose and police.

Generally, photographs for school and family use, are a source of pleasure and pride which usually enhance self-esteem for children and young people and their families; the practice should continue, within safe practice guidelines.

In May 2004, section 45 of the Sex Offences Act 2003 amended Section 1 of the Protection of Children Act 1978 by raising the age of a 'child' from 16 to 18. This means it is now an offence to 'take, make, allow to take, distribute, show, possess with intent to distribute, or advertise indecent photos or pseudo photographs of children under the age of 18.

Roecliffe CE Primary School recognises the need to respect children's and parents' rights of privacy and is aware of potential child protection issues.

In accordance with the School's Child Protection Policy and Procedures, the School will not permit, wherever possible, photographs, film, video or other images of children and young people to be taken or used without the prior consent of the parent/carer and, when appropriate, the child/young person.

Parental / carer consent

If a parent / carer gives consent for a digital image of their child to be taken and used by the school, this means;

1. The **School** may use and transfer, without alteration, the child's photograph in the school's marketing material; in other printed materials which it produces for promotional purposes; and on project display boards, without identification.
2. The **School** may use and transfer, without alteration, your child's image on or to its website, without identification.
3. The **School** may use and transfer, without alteration, your child's image on or to its Facebook page and other related local Facebook pages/sites, without identification. These sites will be identified on the annual consent form for parents / carers in September.

The consent of the parent/carer is sufficient during the child's time at Roeclyffe CE Primary School. Parents/carers should reach a consensus about whether consent is given and, under normal circumstances, consent given by one parent/carer will be assumed to embrace the consent of both parents/carers.

Specific conditions on the use of images of children are as follows; .

Roeclyffe CE Primary School will not publish a photograph or image of a pupil any more than **three** years after the date on which it was taken.

- If the school wishes to publish a photograph or image of a pupil more than three years after the date on which it was taken (e.g. for the school archive) explicit permission will be sought.
- The **personal details** or full names of any child will not be used in any digital image. This includes: individuals; class activities; extra-curricular activities; competition or prize winners etc.
- Group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations" may be used

Images taken by parents, legal guardians or family members at a school event:

- Parents, legal guardians, family members and friends can take images of their child and friends participating in school activities for family and personal use. Personal use does not include posting the pictures or videos on social media.
- Parents or legal guardians have to sign an agreement that any images they take will not be used inappropriately. (Appendix 1)
- Photography and video filming will be limited to designated areas.
- The school will ensure that children are appropriately dressed.
- Use of cameras and other equipment will be monitored.

Roecliffe CE Primary School follows good practice for schools at public events to make a statement reminding parents about responsible personal use of images they take.

[e.g. “Parents and Carers are welcome to take photographs and videos for your own personal use, however, in line with the Data Protection Act, we would remind you that this is for **personal use** and does not include uploading these to Social Media or selling copies of video.]

School Equipment

Use of school equipment (ipads) must always be used to take photographs and digital images of children at Roecliffe CE Primary School, and staff must never use their own technology.

Staff must upload the images which they wish to use onto the school photos and videos drive and then delete the photographs from the device immediately.

Storage of images

Roecliffe CE Primary School has a duty of care to safeguard images so that they cannot be used inappropriately, or outwith the agreed terms under which consent has been obtained. Digital images should be kept in a secure area, which is the photos and videos drive on the school network.

Photographs are stored securely for authorised school use only and hard copies are disposed of by shredding/deleting.

Use of images

Images will only be used in those situations for which the parent or carer have given consent. Image should normally only be held whilst the child is a pupil in your school. Images will not be altered or manipulated (e.g. adding additional people or changing the context or background), without explicit written consent, prior to publication but, they may be cropped to fit a specific area of a design.

Use of images of children by the media

There may be occasions when the media take photographs or film pupils in a school. Specific consent from parents will be sought when a child’s image will be taken or used by the media. The written consent from parent / carer will enable parents/carers to decide whether to agree to their children being featured in the media and whether the child’s full name should accompany the image.

Using digital video

Digital video as a medium can be used to enhance learning and can motivate and inspire pupils. Whilst the risks of digital video in education are minimal, as with other images, schools have a duty of care to ensure that pupils remain unidentifiable if examples of digital video work are shown on a school website, thus reducing the risk of inappropriate contact from outside the school.

When making and editing digital video, there are a number of considerations for protecting the identity of pupils:

- Avoid referring to children by name when filming, or use a sound effect to ‘bleep’ it out of the web version.
- Where possible, focus on the actions of the children rather than on individuals, for example, a video about the class project taken at the seaside could focus on the seashell collected or the different seaweeds found, rather than on the children in the class.
- Use character names rather than real names if possible.
- In credits, consider using only the teacher’s name as a contact. Alternatively, refer to the video as a class project, for example ‘This video was produced by Class XXX’.

- If you wish to use pupils' names in credits, use only their first names, and do not attribute individuals to specific roles. Alternatively, consider using two versions of the film with different credits – one with full credits for internal school use, and one without credits for external activities such as publishing on the school website or showing at parents/carers' evenings.

CCTV

Images from CCTV in schools are stored securely in school, but can be accessed if required for investigation purposes.

Images for school publications:

- The school will only take and use images that are appropriate and are considered to not be open to misuse.
- If an image of a child is used, the child's name **will not** be published. If a name is published, **no image will be used** without specific consent.
- Children and their parents/carers/legal guardians will be made aware of why their picture is being taken and how it will be used.
- The school will ensure that images of a single child with no surrounding context of what they are learning or doing will be avoided.
- Children and parents should be encouraged to recognise the value of group photographs or recordings of school events.
- The school recognises that images must not be used to cause distress, upset or embarrassment.
- The school will use photographs that represent the diversity of the children/young people participating.
- Images will be kept securely and held by the school for the duration of a pupil's time, the school may retain and use some images as part of its historical record. However on leaving the school if a parent/guardian wishes to have destroyed any images showing their child individually parents should inform the school in writing.
- Images of children from the school will not be used to illustrate controversial subjects.

Images for the school website:

- School websites are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names.
- The storage of electronic images will be regularly reviewed by a senior member of staff.

Webcams:

- Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.
- A webcam will only be used in appropriate circumstances such as a normal class setting.

Both children and teachers will be made aware of when a webcam is in use.

Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.

DATA PROTECTION GOOD PRACTICE NOTE TAKING PHOTOGRAPHS IN SCHOOLS

In October 2007 the Information Commissioner's Office (ICO) published Good Practice Guidance aimed at Local Authorities and those working in schools, colleges and universities. It gave advice on taking photographs in educational institutions and whether doing so must comply with the Data Protection Act which was revised in 2018.

Recommended Good Practice

The Data protection Act is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the Act should not be wrongly used to stop people taking photographs or videos which provide many with pleasure.

Where the Act 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.

- Photos taken for official school use may be covered by the Act and pupils, students and parents/carers should be advised why they are being taken
- Photos taken purely for personal use are exempt from the Act

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.

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 parents/carers/guardians are aware that photographs of those attending may appear in the newspaper, this will not breach the Act.
The Data Protection Act should not be wrongly cited to stop people taking photographs or filming videos.

Appendix 1

Parents'/Legal Guardians' Consent Form

Dear Parents/Carers

Consent Forms:

There are occasions when we may take photographs of the pupils at our school. We may use these images in our school prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for school – to – school conferences, monitoring or other educational use.

Also, from time to time, the school may be visited by the media who will take photographs of film/video footage of a particular event. Pupils might also appear in photographs/films/video which may feature in local or national newspapers, or in televised news programmes. In some instances, for example where this is celebrating a particular achievement, it may be reasonable to provide the press with the name(s) of the pupil(s).

When parents, grandparents, brothers, sisters, friends etc. are invited to school events many will want to record the occasion for personal use. The school feels that in most instances this is reasonable and will therefore generally allow the use of cameras, camcorders etc. However, due to respect for privacy as well as safeguarding vulnerable children, we ask you not to share images or videos using social media.

In all of these the school will use a common sense approach and the welfare and safety of children will always be uppermost in its decision making. Nevertheless, to comply with certain aspects of the Data Protection Act 2018, we need your permission to take and store photographs or digital images of your child for school use. I would be grateful, therefore if you would answer the questions on the attached form and then sign and date the form where indicated.

We are also required to ask if you consent to the school using some of your data to communicate with you.

Please return the completed forms to school as soon as possible. If you require clarification on any aspect of the forms or need assistance in completing it please do not hesitate to contact us.

Yours sincerely

Mrs Lesley Briggs
Headteacher

Roelcliffe CE Primary School Consent Form - Photos and Videos

Your Consent Preferences

This form has been written to give you choice and control over how our school uses some of your personal data. You may withdraw these consent preferences at any time. Further information about how to do this can be found below.

I have read the school's policy on the use of images of children and I agree to its provisions.

Please give your consent by circling next to each statement. Your child's images will not be taken/used as specified, if you do not give your consent.

I give my consent to images of my child being taken and used for official school purposes of promoting or publicising school events such as internal displays within the school building and school newsletters in accordance with the guidelines of the policy for the duration of their time at the school.	YES	NO
I give my consent to images of my child being used on the school website and I understand that these images will be available on the World Wide Web.	YES	NO
I give my consent for images taken by the school in accordance with the guidelines of the policy to be used for official LDLT publications.	YES	NO
I give permission for my child's images to be used on the school's Facebook pages and on local Facebook pages.	YES	NO
I give permission for my child's images to be posted on the school's Twitter feed.	YES	NO
I agree that any photographic or video images I record as a parent or legal guardian which I might take at school events will be used for my own personal use and will not be posted on social media.	YES	NO
I give consent for the school's chosen photographer to take individual and class photographs	YES	NO

Parent/Guardian Name:	Parent's Signature:
Pupil Name:	
Date:	

To withdraw or change your consent preferences please contact:

Roelcliffe CE Primary School Office 01423 322302 or office@roelcliffeschool.co.uk