



Calow Church of England (V.C.) Primary School

Use of Pupil Images Policy

Introduction

Calow 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 to identify and celebrate the School's achievements.

We only use images that the Headteacher 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 an increased risk.

Through this policy we aim to respect pupils' and parents' rights of privacy and minimise the risks to which young people can be exposed to through the misuse of images. The policy takes account of both data protection and child protection issues.

Data Protection

Photographs and video images of pupils and staff are classed as personal data under 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.

In seeking consent we will ensure that parents are clear about why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies. Parents and carers are free to change their minds at any time during the period of consent and the School will maintain a record of all pupils for whom consent has not been given. Consent forms will be kept on file until the child leaves School.

All images will be stored securely and used only for the purposes identified on the consent form.

Child Protection

We only use images of children in suitable dress. The Headteacher will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.

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 Local Authority, Social Services and/or the Police as appropriate.

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

We will adopt the same principles as outlined above when publishing images on the internet as we would for any 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 images for use on the School's website.

Mobile 'Phones

Mobile 'phones that can take and transmit images are not permitted for pupils to have in School. Misuse will be regarded as a breach of School discipline and dealt with accordingly.

Filming or Photographing of School Events by Parents

Parents, relatives and friends often wish to take still or video images of their children at School events and activities, such as plays, concerts or sporting activities. This is permitted by the School provided that images are taken purely for personal use. Courtesy and good manners require that the following rules are respected:

- visitors should use common sense when taking images. If it seems appropriate to ask for someone's consent before taking images, ask for permission beforehand.
- visitors must use their cameras, mobile phones or other devices with consideration and confine their photography to the relevant event;
- visitors will be reminded that whilst it is permissible (under the Data Protection Act) to take photographs for personal use, publication of such images may be unlawful;
- where a play or concert is subject to copyright and performers' rights restrictions, visitors will not be permitted to take images, photographs or video film.
- The following statement will go into all programmes: "Please remember that any photographs or recordings you make should be made discreetly without interrupting the event and must be for personal use only – publication of any images taken in school would contravene child protection guidelines".

In doing any of the above parents, relatives and friends agree to all images and video being purely for their own use and that they will ensure these images or video clips are not shared in the public domain, i.e. placed on the internet or on any social networking sites.

External Photographers and Events

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 taking and publication of films or photographs
- Not allow unsupervised access to children or one-to-one photo sessions at events

The same conditions will apply to filming or recording of events

Photographs taken by journalists are exempt from the Data Protection Act, as newspapers are subject to strict guidelines governing the press. However, where possible and practicable we will secure Parental permission before allowing journalists to take photographs of pupils.

Safeguards

If parents have any concerns about inappropriate or intrusive photography or video they should report the matter to the Headteacher who will make a note of the incident and take action as for a Child Protection issue.

Our conditions for using your child's image(s) are:

- The consent you provide for the use of your child's images for promotional purposes will be valid for the period of time your child attends this School and will not be used once your child has left.
- We will only use the minimum amount of personal information about your child in any publication (such as names, school name and possibly year group) and will never reveal personal email addresses, home telephone numbers or home addresses or identify individual children in a group photograph.
- We will not use your child's image for any purpose if it would prejudice the interests of your child.
- We will only use images of pupils who are suitably dressed, e.g. in a school uniform or track suit and will avoid taking pictures or recordings of pupils in swimming costumes.
- We will not use your child's image for any reason other than those stated, unless we have a legal obligation/legal power or have received further consent from you.
- We will keep your child's images and personal information secure and will destroy individual images when your child leaves the School.

Equal Opportunities

Assuming consent has been given, we will ensure any images displayed or published by the School represent the broad range of pupils in our School girls, boys, pupils from ethnic minority communities and those with disabilities will be included in any images of like at Calow Primary School.

Roles and Responsibilities

The Governing Body, working with the Headteacher have the responsibility for ensuring this policy is updated regularly and is in line with national and Local Authority advice.

Approved by the Governing Body: 18th July 2011
Reviewed: 14th July 2014