



# IMAGES

# POLICY

## Use of Images Policy

### Our Aim

Through this Use of Images Policy we aim to ensure that proper use is made of photographic images of the children at Hayfield Primary School, and that we are in accordance with the law and preserving the safety of every child.

### Taking of images in school and during school events out of school:

#### Typical uses of images

- Records of performing arts including dance and movement, concerts, drama performances, Nativity play, Harvest Festivals, Sports Days and sports fixtures etc
- Displays in school of children's work and activities
- Photographic evidence of children and their work to be included in files/folders/books/on the school website
- Photographic records of visits out of school linked to topics/events in school
- Images taken during inter-school/cluster activities
- Publicity in newspapers surrounding events in school
- Class/individual photographs taken by professional photographers for purchase by parents and relatives

***This list is not exhaustive, but is representative of the likely times/events when photographs might be taken.***

#### Use/misuse of images

Digital images are easy to capture, reproduce and publish and, therefore, could be misused. We must remember that it is not always appropriate to take or store images of any member of the school community or public, without first seeking consent and considering the appropriateness.

- With the written consent of parents (on behalf of pupils) and staff, the school permits the appropriate taking of images by staff and pupils with school equipment.
- Staff are not permitted to use personal digital equipment, such as mobile phones and cameras, to record images of pupils, this includes when on field trips. However, with the express permission of the Headteacher, images can be taken provided they are transferred immediately and solely to the school's network and deleted from the staff device.

- Pupils are not permitted to use personal digital equipment, including mobile phones and cameras, to record images of others; this includes when on field trips. However, with the express permission of the Headteacher, images can be taken provided they are transferred immediately and solely to the school's network and deleted from the pupil's device.

### **Taking of photographs**

- Still photographs and video clips taken by staff will always depict children in an appropriate way. They will not display images of children in inappropriate clothing, e.g. swimming costumes, so that levels of integrity and decency are maintained.
- Parents will only be authorised to take photographs/videos for personal use, e.g. to put in the family photo album. They will not be permitted to take images of children who do not have photograph permission. This may mean, for example, that should they want to take a photo of a whole class or group of children performing in which there is a child who does not have photograph permission, they will not be allowed to do so. This is made clear to parents at every event.
- Photographs or images likely to cause embarrassment will not be used.

### **Children photographing each other**

- This practice can occur during off-site activities, particularly during residential periods, and visits linked to topics, using school cameras. Children are instructed, however, not to take cameras or mobile phones, or any other valuables, with them on trips - and do so at their own risk.
- Children may also take photographs or moving images using school iPads or cameras as part of curriculum work. Images created will be used solely for evidence of pupils' learning.
- Staff should ensure that children only take photographs which are wholly appropriate and would not cause embarrassment.
- The use of mobile phones by children during the school day is not allowed. Children who bring phones into school hand them to their teacher and collect them at the end of the day. The taking of photographic images with mobile phones is never allowed in school.

### **Consent of adults who work at the school**

Permission to use images of all staff who work at the school is sought on induction and a copy is located on the personnel file.

### **Publishing pupils' images and work**

On a child's entry to the school, all parents/guardians will be asked to give permission to use their child's work/photos in the following ways:

- on the school website
- in the school prospectus and other printed publications that the school may produce for promotional purposes
- recorded/transmitted on a video or webcam
- in display material that may be used in the school's communal areas
- in display material that may be used in external areas, i.e. exhibition promoting the school
- general media appearances, e.g. local/ national media/ press releases sent to the press highlighting an activity (sent using traditional methods or electronically)

This consent form is considered valid for the entire period that the child attends this school unless there is a change in the child's circumstances where consent could be an issue, e.g. divorce of parents, custody issues, etc. Parents/carers may withdraw permission, in writing, at any time. Consent has to be given by both parents in order for it to be deemed valid.

Pupils' names will not be published alongside their image and vice versa. E-mail and postal addresses of pupils will not be published.

Before posting student work on the school website, a check needs to be made to staff to ensure that permission has been given for work to be displayed in this way. As part of the web coordinator's monitoring role, regular checks will be made to ensure that there are no images of children on the website where parental permission has not been given.

### **Storage of Images**

- Images/ films of children are stored on the school's network.
- Pupils and staff are not permitted to use personal portable media for storage of images (e.g. USB sticks) without the express permission of the Headteacher.
- Rights of access to this material are restricted to school staff, volunteers with special permission from the Headteacher (e.g. Year 6 parents making a leaving book for Y6 children), and pupils within the confines of the school network.
- Our IT Technician has the responsibility of deleting the images when they are no longer required, or the pupil has left the school.

### **Parental consent to take photographs**

- Parental permission for staff to take/use photographic images of children will be obtained through the use of the form in Appendix 2. This will be done initially on the adoption of this policy by the Governing Body and thereafter when a child joins our school.
- Each year parents will be asked if they want to change their permission.

- If a child whose parent has refused permission for photography is involved in a group/sporting activity, photographs of teams/groups or any of the other activities listed in this policy, photography of those groups/events will not include the child.
- Photographs taken for use in a newspaper will not include children's names or personal details.
- Names will not be put to photographs of children on the school website.

## **Background Information to this Policy**

### **Data Protection Act**

When drawing up this policy we have sought advice from the Local Education Authority and from the Information Commissioner regarding the Data Protection Act 1998 and on taking photographs in school.

### **Recommended Good Practice**

Advice from the Information Commissioner states that the Data Protection Act is unlikely to apply in many cases where photographs are taken in school 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 much pleasure.

Where the Act does apply, a common sense approach suggest that if the photographer asks for permission to take a photograph, this will usually be enough to ensure compliance.

Photographs taken for official school use may be covered by the Act and pupils and students should be advised why they are being taken.

Photos taken purely for personal use are exempt from the Act.

Examples from the Information Commissioner relating to the Data Protection Act and the taking of photographs are to be found in Appendix 1 of this policy.

This revised policy will be reviewed every three years by the Governing Body, or sooner if there is a change in the law.

<b>Reviewed on</b>	<b>Signed by Chair of Governors</b>	<b>Signed by Headteacher</b>

## **APPENDIX 1**

### **Examples from the Information Commissioner Relating to the Data Protection Act and the Taking of Photographs in School**

#### **Example A**

##### **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.
- Grandparents are invited to the school nativity play and wish to video it. These images are for personal use and the Data Protection Act does not apply.

#### **Example B**

##### **Official School Use**

A small group of pupils are photographed during a science lesson and the photo is to be used in the school prospectus. This is unlikely to be personal data and the Act would not apply.

#### **Example C**

##### **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 guardians are aware that photographs of those attending the ceremony may appear in the newspaper, this will not breach the Act.

## **APPENDIX 2**

Dear Parents/Carers

### **Consent Form for Photography and Images of Children Consent for the Academic Year 2015-16**

During your child's life at our school we may wish to take photographs of activities that involve your child. The photographs may be used for displays, publications, the school website, for inclusion in your child's work, by the Local Education Authority or by local newspapers.

Photography or filming will only take place with the permission of the Headteacher and under appropriate supervision. When filming or photography is carried out by the news media, children will not be named and home addresses will never be given out. Images that might cause embarrassment or distress will not be used.

Before taking any photographs of your child, we need your permission. Please **complete the attached consent form, sign and date it and return it to school.**

You can ask to see images of your child held by our school at any time. You may also withdraw your consent in writing at any time.

Yours sincerely

Claire Fisher  
Headteacher

### APPENDIX 3

## Consent Form for Images of Children

Name of child (Block Capitals)		
Name of person responsible for the child		
<p>I understand that:</p> <ul style="list-style-type: none"> <li>• Photographs/images may be taken relating to children's work in school, during performances, concerts, educational visits, sports days, interschool/cluster activities etc, for purposes as outlined in the school's Images Policy.</li> <li>• The local media may take images of activities that show our school and children in a positive light, e.g. Reception Year as new starters, drama performances, sports events and prize giving etc. Names and addresses will never be given out by the school.</li> <li>• Photographers acting on behalf of the school may take images of children, which may be purchased by their parents.</li> <li>• The school will regularly review and delete unwanted material.</li> <li>• Displaying and sharing photographic material of the children is an important way of promoting the school and celebrating its achievements and that of the children, so parental support will be greatly appreciated.</li> <li>• This form is valid from the date of signing until my child leaves the school. I may, at any time, however, change my consent by informing the office and completing a new form.</li> </ul> <p><b>Please tick below:</b></p>		
School may use your child's photograph in printed publications produced by the school ( <i>such as in newsletters, prospectus</i> )	YES	NO
We may use your child's photograph (unnamed) on our website: <ul style="list-style-type: none"> <li>• As part of group/class/whole school activity</li> <li>• Showing an individual activity (<i>e.g. holding a winner's trophy</i>)</li> </ul>	YES YES	NO NO
We may allow your child's photograph ( <i>as part of team/record of school event</i> ) to be used for publication in a newspaper/periodical	YES	NO
We may use any photograph/video of your child internally as part of regular curriculum work/display etc	YES	NO
If I take photographs at school events, I will use the images/ recordings purely for personal family use. On occasion, if parents have been asked <b>not</b> to film children in a certain situation (e.g. may include children who do not have parental consent for images to be taken of them), I will respect the school's wishes.	YES	NO
Signature of person responsible for the child:		
Relationship to the child:		
Date (Date/Month/Year):		