



St Mary's CE Primary School

'Nurturing Success'



Image Use Policy

This policy outlines the school's policy on the use of still or moving images of children participating in activities authorised by the school. This policy links closely to the school's Data Protection Policy.

- All images taken by the school/setting will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:
 - fairly and lawfully processed
 - processed for limited, specifically stated purposes only
 - used in a way that is adequate, relevant and not excessive
 - accurate and up to date
 - kept on file for no longer than is necessary
 - processed in line with an individual's legal rights
 - kept securely
 - adequately protected if transferred to other countries
- The Data Controller is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting/school. This includes the management, implementation, monitoring and review of the School Image Use Policy.
- Written permission from parents or carers will be obtained before images/videos of children are electronically published by the school.
- Written parental consent will be sought to take and use photographs onsite and offsite for professional, marketing and training purposes. This is done when parents complete admission forms prior to their child starting school.
- Written consent from parents will be kept by the school until the image is no longer in use.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (Debbie Frost) will *ensure that all photographs are permanently wiped from memory cards*, computer hard and portable drives or other relevant devices once the images will no longer be of use. No child's name will be stored with images.
- All images will remain on site at all times, unless prior explicit consent has been given by both Data Controller and the parent or carer of any child or young person captured in any photograph. The website coordinator (Debbie Frost) has permission to add and remove images and video from the website using the school laptop and memory stick provided for this purpose. This may be done off-site. Both the laptop and memory stick are encrypted. No images may be stored on the memory stick or laptop once uploaded to the website. The time between photos being taken and deleted from memory stick or laptop must be as short as possible.
- The Data Controller reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.

- Images or videos that include children will be selected carefully when used online and will not provide material that could easily be reused.
- Children's full names will not be used on the website in association with photographs.
- The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.
- The school will only use images of children who are suitably dressed.
- Children's work will only be published with their permission or their parents' consent.
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Only official setting owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras by staff is prohibited at all times.
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. The school/setting will ensure that images are held in accordance with the Data Protection Act and suitable child protection requirements (if necessary) are in place.
- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The school will discuss the use of images with children and young people in an age appropriate way.
- Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- Images will be disposed of should they no longer be required. They will be deleted, wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Data Controller.

Use of Photos/Videos by Parents/Carers

- Parents/carers are permitted to take photographs or DVD footage of events for private use only.
- Parents/Carers are only permitted to take or make recording within designated areas of the setting. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school/setting on health and safety grounds.
- Parents and carers who are using photographic equipment must be mindful of others when making and taking images.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time. For certain events, parents will not be allowed to take videos, for example, school productions or musical performances. It is always at the discretion of the Headteacher.

- Parents may contact the school Data Controller to discuss any concerns regarding the use of images.

Use of Photos/Videos by Children

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children can not take the camera (e.g. unsupervised areas, toilets etc).
- The use of non-school provided devices e.g. mobile phones, children's own digital cameras, is covered in the school/settings mobile phone and/or Online Safety policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 1998.
- Parents/carers will be made aware that children may be taking photos/videos of other children and will be informed how these images will be managed by the setting e.g. will be for internal use by the setting only. They may be uploaded to the internet but only by designated members of staff and only after they have been approved for this purpose.
- Photos taken by children for official use will be carefully controlled by the setting and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the school apart from when used on educational visits. During any residential visits, cameras will be supervised at all times by staff and stored by staff overnight.

Use of Images of Children by the Media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (e.g. first names only) can be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith

Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the settings Online Safety policy.
- Photographers will not have unsupervised access to children and young people.

Use of Webcams

- Parental consent will be obtained before webcams will be used within the setting environment for curriculum or educational purposes.
- All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time period only and for no longer than their intended purpose. All recordings are to be erased before disposal.