

# Star Primary School



## Use of Media and Photographic images of Children Policy

Author: G Williams	Position: AHT	
Status: [Approved/Draft]	Approved by Governing Body date:	
Last Updated: Summer 2021	Next Review: Summer 2023	Version: 1.0

# Introduction and Overview

---

The purpose of this policy statement is to:

- Protect children and young people who take part in Star Primary School's services, events and activities, specifically those where photographs and videos may be taken
- Set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities
- To ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people.

**This policy statement applies to all staff, volunteers and other adults associated with Star Primary School.**

This policy has been drawn up on the basis of legislation; policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance are available on:

- Online abuse learning [nspcc.org.uk/child-abuse-and-neglect/online-abuse](https://nspcc.org.uk/child-abuse-and-neglect/online-abuse)
- Child protection learning [nspcc.org.uk/child-protection-system](https://nspcc.org.uk/child-protection-system)

We believe that:

- Children and young people should never experience abuse of any kind
- We have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

**We recognise that:**

- Sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation
- The welfare of the children and young people taking part in our activities is paramount
- Children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- Consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images
- There are potential risks associated with sharing images of children online. More information about this is available from [learning.nspcc.org.uk/researchresources/briefings/photography-sharing-images-guidance](https://learning.nspcc.org.uk/researchresources/briefings/photography-sharing-images-guidance).

Star Primary School welcomes positive publicity. Children's photographs and videos (referred to as media from hereon in) add colour, life and interest to articles promoting the school activities and initiatives. Making use of media for the school in publicity materials (in all forms) increases pupil motivation and staff morale and helps parents and the local community identify and celebrate the school's achievements.

The Governors and staff of the school recognise that media have to be used in a responsible way. We respect the children's and parents' rights of privacy and we are, as a community, very aware of any potential safeguarding and child protection issues. The aim of the school's policy is to minimise the risks in relation to the use of media in school publicity materials, on its website and in local newspapers. To this end, all parents will receive a copy of the policy and parental consent (Appendix 1) will be secured for the use of photographs and filming for all new children who join the school. Existing pupils have previously signed a basic consent form when admission interviews took place.

## Data Protection Act

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for publicity purposes will require the consent of either the individual concerned or, in the case of pupils, their legal guardians. This means that without the consent images of pupils or staff on websites, in publication or in a public place may not be displayed. The definition of a public place includes areas where visitors to the school have access.

## Typical Uses of Photographs/Videos/Filming

- For assessment purposes.
- Learning skills and feedback
- Performing arts including dance and movement, concerts, drama performances, parent evenings, community events, assemblies.
- Sports days and sports fixtures and the use of photographic equipment by parents and carers and children from other schools.
- Media including newspapers and television, especially when some editors require children's names when publishing photographs.
- Displays in the school of children's activities.
- Publications by the school and by Newham Council, including prospectus, website.
- School and Newham Council websites.
- Staff training and professional development activities.
- Publicity material for contractors.
- Recording events such as projects or grounds development.
- Video-based learning.
- School signage
- Site security/CCTV
- Social media: Official School Twitter Accounts

## Good Practice in Using Photographic Images

- Media are used only for their intended purpose
- Only media of children suitably dressed will be used
- In activities such as dance and gymnastics, the content of the media will focus on the activity and not on a particular child.
- No image of a child subject to a court order, or a vulnerable child, will be used.
- Images will be stored securely in line with UK GDPR and used only by those authorised to do so
- Media of children who have left the school will not be used without additional consent and prior agreement.
- Ensure file names given to electronic images of children do not identify the child
- Avoid media that only show a single child with no surrounding context of what they are learning or doing
- Media of three or four children are more likely to also include their learning context.
- Avoid naming young people. If one name is required then use the first name only.
- Use media that represent the diversity of the young people participating
- Report any concerns relating to any inappropriate or intrusive media to the Head teacher.
- Remember 'duty of care' and challenge any inappropriate behaviour or language
- Do not use media that are likely to cause distress, upset or embarrassment.
- **No use of mobile phones to take photos or videos of children.**

## Good Practice in Using Photographic Images for Social Media

### The School's Official Social Media accounts are on Twitter.

- The school Twitter accounts will be run from school devices by selected staff members.
- The school Twitter accounts will be a public account therefore staff will monitor the followers and block any who appear to not be school focused.
- The school Twitter accounts will not post images or videos of individual pupils, only groups of pupils.
- Individually targeted content will not be posted e.g. "Well done to Josh for...".
- The school Twitter accounts will not use pupil's names or initials when posting images or videos.
- The school Twitter accounts will ensure that only external companies directly linked to the school are tagged in a post if relevant.
- No personal devices will be used to take or post images of children.
- Parental consent is obtained in order to post images or videos of their child/ren.

## Implementation

### Use of Media and Photographic images of Children Policy

The implementation of the policy is the responsibility of all staff. The office administration team will manage the data regarding pupils with / without consent. This information is held on SIMS. Staff consent is held in personnel folders which only the Head Teacher has access to. The Computing and Admin teams will be responsible for updating photographs of staff around school. The School Administrative Officer is responsible for updating the website photographs. The School Administrative Officer is responsible for updating the publicity materials.

## **Parental Consent**

On admission of a pupil to the school, parents/carers will be asked to sign a media consent form in relation to their child being photographed or videoed at school or during school events and if the school could use the images after the pupil has left.

Responses to the photography consent form are collated and all staff are made aware of the results. It is important that staff familiarise themselves with this information. If parents withhold consent for certain aspects of media to be used in relation to their child, this must be respected.

## **Websites**

With digital media there is a risk that images of children could be produced, manipulated and circulated without parents' or children's knowledge. The dual concern which follows such a risk is that children might be exploited and the school might be criticised or face legal action. Media on the school website is not copy protected nor is it watermarked. Staff and parents must be aware of the risk this poses.

It is important to take care with identification and to respect parental views on the use of any photography of children on a website.

Increasingly users are generating content for websites e.g. children and adults placing pictures on social networking sites. It is therefore important that the school ensures that children, staff and parents understand the risks involved and are encouraged to adopt safe practice when generating content for school-related websites.

## **Newspapers**

- For all photographs no names will be given
- Please note that some newspapers will refuse to publish photographs without a name and as such children may need to be omitted from these photographs (if permission not given).
- Pupils must not be approached or photographed whilst at school (or engaged in school activities outside school)

## **Official School Photographs**

Periodically the school invites an official photographer into school to take portrait photographs of individual children and/or class groups. It is essential that when considering such an activity the school undertakes a risk assessment in terms of the validity of the photographer/agency involved and establishes what checks/vetting has been undertaken (e.g. DBS). School procedures should also ensure that levels of supervision are appropriate to safeguard the welfare of children at all times when visitors are present on the school site.

If a commercial photographer is used:

- a clear brief on appropriate content and behaviour will be provided
- identification will be worn at all times
- parents will be informed that a photographer will be in attendance
- there will be no unsupervised access to children in one-to-one filming sessions
- no photography or filming will be allowed outside the realms of the event

## **Parental Right to Take Photographs**

Upon a child's admission to the school, parents will be asked to sign a media consent form that acknowledges this.

Parents are not covered by the Data Protection Act 2018 if they are taking photographs or making a video recording for their own private use. The Act does not therefore stop parents from taking photographs or making video recordings at school events, such as concerts. However, the school reserves the right to refuse parents this opportunity for health and safety reasons, such as the excessive use of flashlight, bulky or noisy equipment.

To allow the appropriate recording of children's images by parents/carers:

- ensure that children are appropriately dressed;

## **Use of Media and Photographic images of Children Policy**

- parental permission has been obtained
- be aware of any child who should not be photographed; and
- monitor the use of cameras and anyone behaving inappropriately

Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of a school event). Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film. Without this consent the Data Protection Act 2018 would be breached. Parents will be reminded not to put images that involve children other than their own on social networking sites.

## **Displays in Schools**

Still photographs shown on displays and video clips available during events and for teaching purposes will depict pupils in an appropriate way. They should not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Photographs or videos likely to cause embarrassment should not be used.

## **Children Photographing Each Other**

This practice can occur during on and offsite activities. Staff should maintain stringent supervision and management control. Pupils should be taught about online safety at the beginning of each half term and the importance of respecting privacy laws. All staff and parents are responsible for monitoring their child's use of cameras and subsequent use of the media involved.

## **Storing and destroying media/images**

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law. We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access. This data is encrypted. We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones. Star Primary does not permit staff and volunteers to using any personal equipment to take photos and recordings of children. Only cameras or devices belonging to the school should be used.

Images will be kept securely and held by the school for the duration of the pupil's time at Star Primary, and then it will be either archived or destroyed depending on the parents' consent. The photography consent forms will be annually monitored by the Office Manager.

Images might also be kept to record a specific school event or memory.

When destroying media images, the school will ensure that the device used is either restored to factory settings, physically destroyed or uses software to overwrite the data. This will be actioned by the School Based Technician

## **Closed Circuit Television (CCTV)**

At Star Primary CCTV is used:

- to monitor site security and safety
- for the personal safety of all staff, pupils, parents and visitors
- as a means of crime reduction and discovering trespass
- as an effective deterrent for crime

We ensure that the following conditions apply:

- Digital images stored on the computer hard drive for the designated periods only then erased
- The cameras in use are fixed wide angle lens
- Cameras are sighted to ensure no inappropriate use is possible.
- During school hours and out of school hours some recordings may show criminal or inappropriate activities taking place on the school site without the school's knowledge. If they are of a criminal nature the head teacher or member of the Senior Leadership Team may refer the information to the police

## **Use of Media and Photographic images of Children Policy**

## **Visitors**

All visitors to the school including those running events e.g. theatre performances, musicians, workshops will be informed of the policy. If they wish to take photo / video media of our pupils, additional media consent forms will be requested. Permission to do so will be sought in advance. They should provide:

- The name and address of the person using the camera
- The names of children they wish to take images of (if possible)
- The reason for taking the images and/or what the images will be used for
- A signed declaration that the information provided is valid and that the images will only be used for the reasons given. Star Primary will verify these details and decide whether to grant permission for photographs/films to be taken.

We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.

## **Governing Body**

The Governing Body should formally adopt these guidelines as policy and good practice.

## **Related policies and procedures**

This policy statement should be read alongside our organisational policies and procedures, including:

- Keeping Children Safe in Education
- Data Protection Policy
- Code of conduct for staff and volunteers.
- Safeguarding Handbook
- Computing and Online Safety Policy

## Star Primary School

### 'Use Your Camera and Video Courteously'

#### A guide for parents who wish to photograph and/or video a school event

- Generally photographs and videos for school and family use are a source of innocent pleasure and pride which can enhance self-esteem for children and young people and their families. By following some simple guidelines we can proceed safely and with regard to the Law.
- Remember that parents and carers attend school events at the invitation of the head and governors.
- The head and governors have the responsibility to decide if photography and videoing of school performances/events is permitted.
- The head and governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own personal use only. This is a requirement in Law. The Data Protection Act 2018 considers an image of a child to be personal data for the purposes of the Act and does not permit such photos or videos to be sold, put on public display or to be put on the web/internet. (Recording or photographing other than for private use would require the consent of all the other parents whose children may be included in the images.)
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events.
- When permitted, family and carers are the appropriate people to use a camera or video recorder at school events. To avoid embarrassment, please do not ask anyone else to take photographs or make recordings on your behalf and please identify to staff in advance any family member whom staff may not recognise.
- People that school staff do not recognise using a camera or video recorder, may need to have their identity verified.

#### Media Consent

At Star Primary School we are proud of the work the children do. We often take photographs of children during class time and whilst taking part in special activities. We would like you to give your permission for us to use these photographs. Obviously we would never put your child at risk in using photographs.

- I permit the use of media which may contain my child, for use around the school
- I permit the use of media which may contain my child, for publication in the local or National press
- I permit the use of media which may contain my child, for publication in educational journals
- I permit the use of media which may contain my child, for display on the school's website
- I permit the use of media which may contain my child, for use on the school's official social media accounts (Twitter)

Name: \_\_\_\_\_ Signed: \_\_\_\_\_  
Parent/Carer

Date: \_\_\_\_\_