

Rothersthorpe CE Primary School



Policy on Photographic and Video Images

1. Introduction

- 1.1 The purpose of this policy is to set out the school's position in relation to the use of photography and video recording in school by staff, pupils and parents. The aim is to establish the right balance between the proper use of technology and the safety of our children at all times.
- 1.2 Under the terms of the Data Protection Act 1998, all photographs and video images of children, staff and parents are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.
- 2.1 As a school, we feel it is important that pupil achievements are recognised and pupils are proud and happy to feel valued. However, we are also sensitive to those parents and pupils who may not wish their photographs to be taken or used for any school purpose.
- 2.2 We promote the practice of taking photographs and video recording children to capture significant events, achievements, opportunities for learning and for promotional purposes. The children may be photographed participating in school activities such as:
 - Curriculum activities
 - Classroom or school activities
 - Sports events
 - Community activities
 - School trips including residential trips
 - School open days and events
 - Highlighting Achievements
 - Video recording in the classrooms for educational purposes
 - Video recording a special event e.g. school Christmas concert

These photographs may be used for display purposes in the school, for publication in the local press or for promotional purposes in school/board, newsletter, school website, etc. No children's names will be attached to any photograph used outside the school e.g. local press, school website.

3 Parental permission

- 3.1 All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school, on the school website and local newspaper publications. This form will be given to the parents or guardians of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc. Where parents or carers do not give their consent, then the children concerned will not have pictures or videos taken of them.
- 3.2 All photographs taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

4 School performances

- 4.1 We will allow video and photographic recordings of all school performances, as long as the parents or carers of the children involved have given their consent.
- 4.2 The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. For example, photography is forbidden in changing rooms or backstage during school productions.
- 4.3 The school will observe how video and photographs are used outside of school such as posting on social media sites, the internet etc., especially if consent has not been obtained. The school may withdraw the right of anyone taking further photographs or videos if inappropriately shared.

5 The Internet

- 5.1 Only appropriate images will be used on our school website, and children will not be identified by their name or address.
- 5.2 No photographs or video recordings of children will be posted on our school facebook account.

6 Mobile phones

- 6.1 We do not allow children to bring mobile phones into school. However, Year 6 pupils on the last day of the summer term may bring their mobile phone/camera to school for leavers photographs and telephone numbers. This privilege will be strictly monitored by the class teacher.
- 6.2 Adults may bring mobile phones to school, but must not use them to take pictures of children.

7 Use of digital cameras and ipads

- 7.1 There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work, geography, science fieldwork, drama etc.
- 7.2 Images will be made only as appropriate for school-related activities.
- 7.3 Children will be taught how to take photographs and video recordings appropriately, and they will be supervised by an adult when they have access to a digital camera.

- 7.4 As soon as images have been used for their intended purpose they will be stored securely on a computer, with management password protection. No personal data will be stored with these images.

8 Media publications

- 8.1 Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the netball team may have won a regional competition, or the school may have raised money for a charity whose representative wants to receive the donation in person. Consent will be obtained from parents on a yearly basis, and if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

9 Responsibilities

- 9.1 Governors are responsible for the review of Local Authority guidance and advice to ensure that this policy remains appropriate.
- 9.2 The Head teacher is responsible for ensuring that images are used as set out in this policy appropriate consent from parents, providing reminders as needed.
- 9.3 Parents are responsible for ensuring that images are used responsibly and are not published in the press, on the internet or social media sites without permission from the school or parent/carer of any children in the said images.
- 9.4 The school does not accept liability for parents who do not adhere to such requests.

10 Monitoring

- 10.1 This policy will be monitored by the governing body and revised as appropriate. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the Head teacher.
- 10.2 The Head teacher will ensure that all staff are aware of its contents.

Signed: **Mrs Nicola Fountain – Head teacher**
 Mrs. Fiona Newitt – Chair of Governors

Date: **January 2015**