

SAWLEY INFANT & NURSERY SCHOOL



Safe Use of Photographs & Images of Children

Approved by:	Headteacher
Date:	21.07.23
Minute no:	N/A
Version:	V2
Review cycle:	Annual
Publication:	Internal & public

VERSION CONTROL

VERSION	DATE	AUTHOR	CHANGES
V2	July 23	DD/MH	Reviewed and updated to take account of recent changes

1. Introduction

During the school year there are a number of occasions when school staff or parents will want to take photographs of pupils. Such occasions include everything from assessment and curricular purposes in the classroom to awards ceremonies, school shows and sporting events as part of the wider life of the school. At Sawley Infant & Nursery School we believe that children's photographs add colour, life and interest to materials and articles promoting school activities and initiatives. Making use of photographs for publicity materials, on the school website and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements. Sawley Infant & Nursery School also understands that photographs and/or recordings taken at school events form an important part of family albums and is committed to enabling this to take place. However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

This policy sets out to provide a clear set of guidelines which balance our wish to record events in the life of the school and its pupils, and allow parent's/carers to take photographs, while protecting the rights of individuals.

The main legislation taken account of is the Data Protection Act 2018 and the UK GDPR which require us to ensure all individuals have information of a personal nature treated in a proper and appropriate manner. We have also taken account of child protection issues and the need to be mindful of copyright in performance restrictions.

This policy sets out to ensure that:

- Photographs are only used for the purpose intended;
- School use of photographs is facilitated;
- Personal family photography is allowed where possible;
- Individual rights are respected and child protection is ensured;
- Parents are given the opportunity to choose not to have photographs of their child/children published.

This policy applies to the use of photographs and video imagery in school publicity materials, on the school website and in the press. Implementation of this policy is the responsibility of all staff. Parents and visitors will be made aware of the principles of this policy.

Throughout this policy 'photography' refers to digital images, DVDs, videos and photographic prints or slides. 'In school' refers to all occasions whenever and wherever pupils are the responsibility of the school and its staff. 'Parent' refers to anyone with parental rights and responsibilities in relation to a pupil.

2. Safeguarding & Child Protection

Sawley Infant & Nursery is committed to safeguarding and promoting the welfare of children and young people and expects all stakeholders to share in this commitment. At Sawley Infant & Nursery School every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs and video imagery.

In the event of the inappropriate use of children's photographs, the headteacher will inform the appropriate authorities in the same manner as any other child protection concern.

3. Data Protection Act 2018

Photographs of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for school publicity purposes requires the consent of either the

individual concerned or, in the case of pupils, their legal guardians. Sawley Infant & Nursery School will not display images of pupils or staff on websites, in publications or in a public place without such consent. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get the permission of everyone in a crowd shot.

Photographs are never used for any purpose other than that originally intended.

The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

4. Appropriate Use of Images in School Publicity Materials

The staff and governors of Sawley Infant & Nursery School will:

- Ensure that images are stored securely and used only by those authorised to do so;
- Ensure that electronic images are stored on a secure network to which members of the public have no access;
- Not use an image of any child who is subject to a court order;
- Secure parental consent for the use of children's photographs in any publicity or on the website;
- Not use photographs of children or staff who have left the school without their consent; and
- Ensure that children are appropriately dressed – a minimum of a vest/shirt and shorts.

5. School Website

Sawley Infant & Nursery School will seek the consent of parents regarding the use of images on the Internet. Children's names will not be included in photographs of children published on the school website.

6. The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that:

- Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.
- Pupils must not be approached or photographed while at school without the permission of the school authorities.

Sawley Infant & Nursery School will provide names of children to accompany photographs published in newspapers and magazines only where the parent or guardian has provided their consent.

7. Photography/filming at school events

It will be the decision of the headteacher to allow/disallow the taking of photographs at school events. A variety of considerations will be taken into account:

- Commercial copyright in school shows or drama productions will sometimes preclude parents from filming or recording pupil performances. If that is the case, the audience will be told that there must be no infringement of copyright;
- Child Protection and Safeguarding Issues;
- Breach of privacy for parents who have chosen to opt out of photographic permissions.

The school will inform parents at the beginning of school events as to whether photography will be allowed. Where photography is disallowed, the school will make every effort to allow parents to have a record of their child's achievement/participation. The school may:

- Allow a specified time for parents/carers to take photographs;

- Take photographs itself for distribution.

Children for whom permission has not been given for these photographs to be taken will not be included.

Where photography is allowed at school events, care must be taken not to interfere with the smooth running of the event or to compromise health and safety.

The school may take a photographic record of an event for display or archive purposes.

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the headteacher who will report them in the same manner as any other child protection concern.

If schools or parents have concerns regarding the use of filmed images by television companies they should contact the Office of Communication (Ofcom). Any objections to this policy should be addressed to the Headteacher.

8. Camera Phones in Schools

Staff and visitors will only be permitted to use mobile phones in office areas, the staff room or areas away from the children while school is in session. Please see the Staff Code of Conduct and Acceptable Use Policies for more information.

9. Parental Consent

Sawley Infant & Nursery School will seek the consent of parents/guardians regarding the use of photographs of children. A spreadsheet of responses for each year group will be maintained by the School Bursar to ensure that all forms are returned and the school management team will ensure that the choice made by parents/guardians is implemented and that privacy is not breached.

10. Monitoring and Review

Our policy and practice are regularly reviewed by staff and governors.