

School Policy for the Safe Use of Children's Photographs



Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials 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.

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.

At Uffington 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.

This policy applies to the use of photographs in school publicity materials, on its website and in the press.

This policy reflects the consensus of opinion of the staff and governing body of Uffington Church of England Primary School. Its implementation is the responsibility of all staff.

Parents and visitors will be made aware of this policy.

Safeguarding Children and Young People

There may be a risk when individual pupils can be identified in photographs. For that reason, the governing body of Uffington School have developed this policy to make every effort to minimise risk.

In the event of the inappropriate use of children's photographs the Headteacher will inform the local Safeguarding Officer and Social Services and / or the Police.

General Data Protection Regulation

Photographs and video images of pupils and staff are classed as personal data under the terms of the General Data Protection Regulation. 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.

Uffington School will not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.

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 permission of everyone in a crowd shot. The General Data Protection Regulation does not apply to photographs or films taken for personal use by family and friends.

Appropriate Use of Images in School Publicity Materials

The staff and governors of Uffington 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;
- not use photographs of children or staff who have left the school without their consent; and
- ensure that no photographs are taken of children in swimming costume.

School Website

The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. However, the staff and governors of Uffington School are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the misuse of the Internet by certain people.

The governors will seek the consent of parents regarding the use of images on the internet.

Children's names will not normally be included in photographs of children published on the school website.

Social Media

Parents and visitors are advised that images of children other than their own should not be shared on social networking sites. This also applies to images shared with parents and carers through 'Tapestry', the on-line early years profile application which is used in the Foundation Stage and Year 1.

The school publishes images of children on its Facebook page only with the consent of parents and carers.

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.

There is no breach of the General Data Protection Regulation in passing on a child's name to a journalist as long as parental consent has been secured.

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

Filming Events

It is usual for parents to take photographs and videos of children at school events such as the annual Nativity Play and Sports Day. Any objections to this policy should be addressed to the Headteacher.

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Where a commercial photographer is used, the school will follow the NSPCC guidelines which are as follows:

- Schools should provide a clear brief about what is considered appropriate in terms of content and behaviour;
- Schools should issue the photographer with identification which must be worn at all times;
- Schools should let parents and children know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs;
- Schools should not allow unsupervised access to children or one-to-one photo sessions at home;
- Schools should not approve / allow photo sessions outside the event or at a child's home.

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Headteacher who would 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.

Mobile Phones in Schools

Concerns have been expressed about the risks posed directly and indirectly to children through the use of smartphones and other hand-held mobile devices on school premises.

In order to minimise risk at Uffington School:

- Staff will be advised to limit the use of smartphones when photographing school activities. Where these are used, images should be deleted once they have been transferred to the school computer network.
- Visitors will not be permitted to use smartphones in school to take photographs and, wherever possible, will be accompanied by a member of staff during the duration of the visit.
- Children are not permitted to bring mobile telephones on to school premises.
- Parents will be advised that images of children other than their own should not be shared on social networking sites.

Parental Consent

The governors of Uffington School will seek the consent of parents / guardians regarding the use of photographs of children. The consent will include agreement on:

- How and where the photographs will be used;
- The period of consent; and
- The storage and deletion of photographs

Consent will be sought as part of the Home / School Agreement process on admission to school. Where circumstances change, it is the responsibility of the parent or guardian to inform the Headteacher in writing.

Consent forms will be retained as part of a child's individual records while the child is still at school.

Monitoring and Review

The Headteacher and Governing Body will review this policy on an annual basis.

Policy reviewed by the Governing Body	July 2015
Policy reviewed by the Governing Body	July 2016
Policy reviewed by the Governing Body	July 2017
Policy reviewed by the Governing Body	July 2018
Policy reviewed by the Governing Body	June 2019
Policy reviewed by the Governing Body	June 2020
Policy reviewed by the Governing Body	June 2021
Next review	June 2022