

**Policy for the Use of Photography and Images in the School Environment**

1.0 **Purpose**

1.1 To safeguard our children, and to comply with the requirements of the Data Protection Act 1998 and the Human Rights Act 1998, the school must take great care when it uses photographs, videos and webcams of clearly identifiable people. The purpose of this policy is to define the ways in which the school will meet these requirements.

**2.0 Principles**

2.1 The school will always get the consent of parents or carers prior to using any images of any kind of their children to promote the school.

2.2 The school will try to avoid using images of children after they have left the school even when consent has been given. The exception to this will be group photos when a particular child leaves before the rest of the peer group.

2.3 The school will only use images of children in suitable dress, for example they will avoid using pictures of children in swimming wear.

**3.0 Exemption from Scope**

3.1 The Data Protection Act does not prevent individual parents or carers recording, filming or photographing their sons or daughters at school events; this is covered by an exemption to the Act.

3.2 The Data Protection Act exempts photographs taken for the purposes of journalism. The school has no control over photographs of children that may be taken by the press at various events.

4.0 **Consent**

4.1 When a child joins our school we will send a Consent Form (see Appendix A) to the parents or carers to establish their wishes with regards to images of their child. It will be assumed that the decision given at the time in in force for the whole time the child is at our school.

5.0 **Websites**

5.1 The school will apply the following BECTA guidelines on the school web site:

* Personal details or full names (first name and surname) of any child or adult in a photograph will not be used, although first names can be used in some circumstances.
* Personal e-mail or postal addresses, and telephone or fax numbers will not be used
* Photographs uploaded to the web site will not have file names that contain the child’s name
* If a photograph of a child is included their name will not be used as the caption or within the accompanying text.
* If a child is mentioned by name in the text then there will not be a photograph of that child included.
* Group photos will have generic names such as “the senior netball team” or “a science lesson”.

6.0 **School prospectuses and other literature**

6.1 Although most school literature is sent to a very specific audience, the school will avoid using personal details or full names of any child in a photograph. We will also avoid naming a child in the text or accompanying photo caption if they appear in a photograph - and vice versa.

6.2 The following phrase will be included in the School Prospectus.

‘*The school may on occasions use photographs of the children to promote the school; you will be invited to sign a consent form to indicate whether you agree to your daughter/son’s image being used in this way.’*

**7.0 Videos**

7.1 The school will obtain parental consent using the Consent Form (appendix A) before any children can appear in a video.

7.2 Parents can make video recordings of nativity plays and similar school events because, as individual parents, they are covered by a data protection exemption that allows this.

**8.0 Webcams**

8.1 In the event that the school use web cams for video conferencing or security signs will be displayed in the affected areas so that adults and children are aware that they may be filmed.

8.2 The signs will explain:

* Why the webcam is there,
* What the images will be used for, and
* Who might look at the pictures.

**9.0 Consent Forms**

9.1 Consent Forms will be obtained when the child starts at the school and will be kept on file until they leave.

9.2 Consent Forms will make it clear that the school could use the photographs on the school website, as well as in printed publications for promotional purposes.

9.3 They will remind parents and carers that websites can be seen throughout the world and not just in the United Kingdom, where UK law applies.

9.4 If a parent has indicated that their child’s image cannot be used then that information will be kept by the school office in a file.

**10.0 The rights of school staff**

10.1 Whilst it is important to protect the rights of the children, schools should not lose sight of the requirement to also look after the rights of staff. Whilst it is not necessary to obtain written consent of the school staff before using their images, the purpose of the photograph should be explained to the staff member to allow them to make their own mind up without pressure.

**Approval**

Approved at the full governing body meeting held on Thursday 9th March - minute number G950.3

**Date for review: Spring term 2019**

**Committee responsible: Teaching & Learning (through the Safeguarding Working Party)**

Using Images of Children

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Consent Form

|  |  |  |
| --- | --- | --- |
| To | Name of the child’s parent or guardian: |  |
| Name of child: |  |
| School: | Naphill & Walters Ash |
|  |  |
| Occasionally, we may take photographs of the children at our school. We may use these images in our schools prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use. |
|  |
| Photographs or film footage by parents or guardians of their children at school events is permitted under an exemption in the Data Protection Act. There is also a journalistic exemption with regard to the media and occasionally a pupil’s images may appear in local or national newspapers, or on televised news programmes. Please indicate if you are content for your child to appear in the media. If you are not we will try to keep your child out of the photographs. **It is our policy not to name children without the consent of the parents or child.**  |
|  |
| To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer questions 1 to 4 below, then sign and date the form where shown.**Please return the completed form to the school as soon as possible.** |
|  | *Please circle your answer* |
| 1. May we use your child’s photograph in the school prospectus and other printed publications that we produce for promotional purposes?
 | **Yes / No** |
| 1. May we use your child’s image on our website?
 | **Yes / No** |
|  |  |
| 1. May we record your child’s image on video or webcam?
 | **Yes / No** |
|  |  |
| 4. Are you happy for your child to appear in the media? | **Yes / No** |
|   |  |
| 5. Do you wish your child to be named? | **Yes / No/ Not Applicable** |
| *Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies (or the EU, where similar protections are required).* |
| *Please also note that the conditions for use of these photographs are on the back of this form.* |
| I have read and understood the conditions of use on the back of this form. |
|  |  |
| Parent’s or guardian’s signature: |  | Date: |  |
|  |  |  |  |
| Name (in block capitals): |  |

Conditions of use

1. This form is valid for the period of time your child attends this school. The consent will automatically expire after this time.
2. We will not re-use any photographs or recordings after your child leaves this school.
3. We will not use the personal details or full names (which means first name **and** surname) of any child or adult in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications.
4. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
5. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption.
6. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by the pupils.
8. We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.
9. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.