



Southern Road Primary School

Policy for Use of Photographic and Video Images

Introduction

There are many occasions when it is a good thing to make use of photographs and video images that include children. Indeed throughout a child's time at Southern Road photographic evidence will be used to document and record educational activities, progress in learning and special achievements. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

Under the Data Protection Act (1998), all photographs and video images of children and staff alike are classified as personal data. Therefore, using such images for publicity purposes requires the consent of either the individual concerned, or, in the case of the pupils, their legal guardians. Without this 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 to.

Typical Uses of Images/Videos/Filming

- For assessment purposes
- Learning skills and feedback
- Performing arts including dance and movements, concerts, drama performances, parents evenings, community events, assemblies
- Sports day and sports fixtures and the use of photographic equipment by parents and carers from other schools
- Media including newspapers and television
- Displays in school of children's activities
- Publications by the school e.g. the prospectus
- School and Newham websites
- Staff training and development activities
- Publicity material for contractors
- Recording events such as projects or grounds development
- Video-based learning
- Site security/CCTV

Good Practice in using photographic images

- Images are only used for their intended purpose
- Only images of children suitably dressed will be used
- In activities such as dance and gymnastics, the content of the photograph 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 and only used by those authorised to do so
- Images of children who have left school will not be used without additional consent and prior agreement
- Ensure file names given to electronic images of children do not identify a child e.g. not John Smith.jpg
- Avoid images that only show a single child with no surrounding context of what they are doing
- Images of three or four children are more likely to also include their learning context
- Report any concerns relating to any inappropriate or intrusive photography to the Head Teacher
- Do not use images that are likely to cause distress, upset or embarrassment

Parental Permission

All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed (professionally or by staff) while taking part in school activities, and for the image to be used by the school. This form will be given to parents during school admission interviews. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, visits etc. and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

All pictures 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.

School Performances

Parents are not covered by the Data Protection Act 1998 if they are taking images or making a video recording of their own child. Parents are not permitted, however to take images 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).

We will allow professional and parental video and photographic recordings of all school performances, as long as the parents or guardians of all of the children involved have given their consent.

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. A guide for parents who wish to photograph and/or video a school event is attached to this policy and will be available prior to events, located in the parents section of our school website.

Staff should ensure that they are vigilant at events and question anyone they do not recognise (e.g. not a parent or carer) using a camera. This is to ensure those with no connection to the school do not have the opportunity to film covertly.

Official School Images

Periodically the school invites a photographer into school to take portrait images of individual children and/or class groups. The photographers used are fully supervised and relevant checks as to their validity have been made.

The Internet

Only appropriate images will be used on the school website, and children will not be identified by their personal details.

All children and parents will be made aware of the home school internet agreement and this includes rules for children to follow whilst accessing the internet at school.

Mobile Phones

We do not allow children to use mobile phones in school. This policy applies to the use of mobile phones as cameras in all circumstances. If a child brings a mobile phone into school they must hand it to office staff for safekeeping, not their class teacher.

Use of digital cameras

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 fieldwork or to record visits in the local area. Children will be taught how to take pictures, and they

will be supervised by an adult when they have access to a digital camera. The school will not store digital images any longer than for their immediate use or the end of the academic year.

Displays in Schools

Still images shown on displays should depict children 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. Do not use images likely to cause embarrassment.

Ownership of Images and Footage

Any images collected by employed staff during school time and events are 'owned' by the school and it remains the school's responsibility to store or delete the images securely once they have been used and never to pass on images to a third party. No rights to images can be claimed by outside agencies or the representatives of individuals. The school reserves the right to not allow images of the school and its community to be used for any purpose beyond education of the pupils, regardless of parental consent, if there are overriding reasons.

In line with Southern Road's 'Safer Working Policy,' staff must not use personal equipment to take photographs/videos of pupils without the express permission of the Headteacher. Staff must never take photographs / videos of pupils for their own personal use. Employees of the school should not store school related images outside of the school (i.e. on a personal laptop or PCs at home).

Media Publications

Very occasionally, local and national media visit the school to follow up a news story. This is often to do with a notable achievement by the school or a group of children from the school. Newspapers normally ask for the names of the children to go alongside the photographs. In this situation, where children's images accompanied by their names might be made public, the school will inform parents of the event in advance, and allow them to withdraw their child from the event if they so wish.

Closed Circuit Television (CCTV)

At Southern Road CCTV is used:

- to monitor site security and safety
- for the personal safety of all staff, pupils, parents and visitors
- 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 sited to ensure no inappropriate use is possible

During school hours and out of school hours some recordings may show criminal activity or inappropriate activities taking place on the school site without the school's knowledge. If they are of a criminal nature the Head Teacher may refer the information to the police.

Monitoring

This policy will be monitored and revised as appropriate. Any incidents of concern relating to this policy will be referred to the Head Teacher.

September 2015

'Use Your Camera and Video Courteously' – A Guide for Parents

Generally images 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
- Parents and carers can use images and videos taken at a school event only for their own personal use. This is a requirement in Law. The Data Protection Act 1998 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 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. This includes uploading an image of your child within a group of other children to Facebook/Twitter).
- 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 images on your behalf and please identify to staff in advance any family member whom staff may not recognise.

