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# Long Sutton C of E Primary School



## Digital Image Policy

Based on elim's model policy

Amended September 2016



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This policy sets out the ways in which the school will educate all members of the school community on their rights and responsibilities with the use of images.

This policy is used in conjunction with other school policies and has been developed by a working group, which included representatives from all groups within the school.

The digital image policy will be reviewed annually and will be under continuous revision in response to significant new developments in the use of technologies, new threats to online safety or incidents that have taken place.

The Digital Image was policy approved by Governing body on: \_\_\_\_\_

Signature of Chair of Governors: \_\_\_\_\_

The next review date is: \_\_\_\_\_



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There are many occasions where digital images are taken and used as part of educational life. Our Privacy, Safeguarding and Data Protection duties require schools to minimise any risk that may result from the misuse of images.

### **Consent to take images**

- Written permission from parents or carers will be obtained before images of children are taken for any purpose (see appendix 1)
- Written parental consent will be sought to use photographs for professional, marketing and training purposes
- Parental permission will be sought on admission
- A record of all consent details will be kept securely on file
- Permission can be withdrawn by parents/carers at any time, and for particular events and in retrospect. All relevant images will be removed and disposed of and the record will be updated accordingly

### **Taking Images**

- Only official school owned equipment will be used to capture images of children for official purposes
- Members of staff will model positive behaviour to the children by asking permission before they take any photos
- Careful consideration will be in place before taking photos or recordings of very young or vulnerable children
- Images will not be taken of any child against their wishes - a child's right not to be photographed is to be respected
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc
- The school will only use images of children who are suitably dressed
- The Headteacher reserves the right to view any images and to withdraw a member of staff's authorisation to take images

### **Storing Images**

- All images will be securely stored with encryption enabled on removable devices including laptops, tablets, cameras, USB memory sticks etc where possible with images immediately transferred to secure or encrypted areas if this is not possible
- Photographs will be deleted when the child leaves the school

### **Use of Images**

- Images or videos will be selected carefully when used
- Images of children's work will only be published with their permission and their parents' consent
- Staff should check if they have permission to use the images for the purpose intended
- Children's' first names will only be used on images

### **Training and procedures**

- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities
- All members of staff will ensure that all images are available for scrutiny and will be able to justify any images in their possession
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. The school will ensure that images are held in accordance with the Data Protection Act and suitable child protection requirements are in place



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### **Use of Photos/Videos by Parents/Carers**

- The decision as to whether Parents/carers are permitted to take photographs or video of events for personal use will be taken on an event by event basis
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time with consideration being given to safeguarding, Health and Safety and parental wishes
- Parents/Carers will be informed if permission has been given or withdrawn to take photos or video at the beginning of an event
- Parents/Carers are only permitted to take or make recording within designated areas of the school.
- Parents and carers who are using photographic equipment must be mindful of others when making and taking images
- Parents/Carers are requested not to share photos that include children other than their own on social networks unless they have the permission of all the relevant parents/Carers
- Parents/Carers may contact the Headteacher to discuss any concerns regarding the use of images

### **Use of Photos/Videos by Children**

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras and tablets, such as places children cannot take a camera or tablet (e.g. unsupervised areas, toilets)
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and tablets
- Photos taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens
- Parents/Carers will be informed when the children are allowed to take personal photos on trips or visits
- Children will be informed that they need to ask permission to take photos for their own personal use

### **Use of Images of Children by the Media**

- The identity of any press representative will be verified
- No authorisation will be given to unscheduled visits by the press under any circumstances
- Where a photographer is invited to celebrate an event, every effort will be made to ensure that they will meet previously agreed agreements between parents/carers and the school
- Full names will only be used with the agreement of the child/parent/carer
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith

### **Use of Professional Photographers**

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the schools Online Safety policy
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent
- Photographers will not have unsupervised access to children and young people

### **Data Protection**

All images taken by the school will be used in a manner respectful of the Data Protection Act





## Appendix 1

# Consent Form for Photography and Images of Children

Dear Parent or Carer

During your child's life at Long Sutton Cof E Primary School we may wish to take photographs of activities that involve your child. The photographs may be used for displays, publications such as our School Prospectus, videos of the school productions, events, our website, our facebook / Twitter page and by the Local Education Authority or by local newspapers.

Photography or filming will only take place with the permission of the Headteacher and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named if there is a particular reason to do so (e.g. they have won a prize), and home addresses will never be given out.

Before taking any photographs of your child we need your permission. Please answer the questions below, sign and date the form and return it to us. You can ask to see the images of your child held by us and you may withdraw your consent at any time. The following permission will last the entire period that your child attends Long Sutton Cof E Primary School.

Name of Child (Block Capitals) \_\_\_\_\_

Name of person responsible for the child: \_\_\_\_\_

I understand that:

- the local media may take images of activities that show Long Sutton CofE Primary School and the children in a positive light. e.g drama, musical performances, sports and award ceremonies;
- photographers acting on behalf of the school may take images for use in displays, in publications, the school website or on the school facebook / Twitter page.
- we will regularly review and delete unwanted material.

YES, I give my consent for pictures to be taken and used. Having read the above statement, do you give your consent for photographs and other images to be taken and used?

NO, I do not give my permission for pictures to be used.

*(Please delete as appropriate)*

Signature of person responsible for the child: \_\_\_\_\_

Relationship to the child: \_\_\_\_\_

Date: (day/month/year) \_\_\_\_\_

NB There may be other circumstance, falling outside the normal day to day activities of the school, in which pictures of the children are requested. We recognise that in such circumstances specific consent from the parent or carer will be required before photography or filming can be permitted.



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If you wish to attend school functions please be aware that **photos are not allowed to be taken on any mobile phones/devices without prior permission.** Please be sensitive to other people and try not to interrupt or disrupt concerts, performances and events. Please note that on some school occasions photography may not be allowed.

