

Dallimore Primary School
USE OF CHILDREN'S IMAGES POLICY

(The word images is used here to include photographs, digital photographs, webcam, film and video recordings)

Introduction

At Dallimore Primary School we believe that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

However, we only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.

Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

We fully recognise that photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer.

A generic opt-out form is issued upon admission to school and parents are required to sign this if they **do not** wish their child/ children to be photographed. In seeking consent we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent applies to the length of time that the child attends this school. Parents may withdraw the consent/ permission at any time if personal circumstances or wishes change.

All images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left the school without first seeking permission from parents.

Child protection

We will only use images of children in suitable dress. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LADO, Social Care and/or the police as appropriate.

Websites

We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently

a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website.

Images will only be uploaded within the secure area of the school website. This area is password protected although it is expected that children will access and view these areas at home. We stress upon children the importance of keeping this area of the website secure by not sharing passwords and reporting anything that they feel unhappy with (in line with the Acceptable Use Policy)

Parents are reminded at school events/ plays etc that any images should not be used on social media websites (Facebook etc)

Taking photos and the use of mobile phones by school staff

We fully understand that cameras, webcams and mobile phones can be used to take and upload images. **Any photographs taken remain the property of the school.**

Cameras used to take images should, where possible, be cameras that are provided by school. These may be taken off site for visits etc but should not be taken home by staff. Where a personal device has been used to take an images they should be downloaded from the device before it leaves the school site.

Staff mobiles must be kept securely away from pupils. It is good practice that staff do not use their mobile phones within a classroom situation. Pupils who bring mobiles into school should hand them in to the office as soon as they enter school and collect them at the end of the day. Misuse will be regarded as a breach of school discipline and dealt with accordingly.

External photographers and events

At times the school invites or permits an external photographer to take photographs within school. On these occasions we will:

- Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
- Issue the photographer with identification which must be worn at all times
- Not allow unsupervised access to children or one-to-one photo sessions at events.

The same conditions will apply to filming or video-recording of events. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.

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