

BLEAKHOUSE PRIMARY SCHOOL
Using Photographic Images of Children Policy

Introduction

This Policy document provides guidelines on the use of photographic images of children in this school. It covers still, video and electronic photographic images, wherever they are used.

The school recognises the need to make full and proper use of photographic images while meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership. These guidelines address these issues and provide advice on good practice.

Human Rights legislation, the Data Protection Act 1998, Data Protection Act 2018 and the General Data Protection Regulation give people new rights and it is the right to 'privacy' that is the issue when using photographs.

Typical Use of Photography in this school will include:

- Assessment and evaluation purposes e.g. recording children with evidence of their work.
- Video based learning in PE, or therapy sessions, providing records that can be used for analysing performance and progression.
- Displays in the school in classrooms and corridors.
- School publications e.g. newsletter.
- School website.
- Staff training and professional development activities.
- Site security / CCTV videos.
- Performing arts records e.g. concerts, sports and drama performances.
- Sports days and sports fixtures
- There may also be times when the press take photographs

Use of Photographic Equipment by Parents/Carers

It is the school's policy to allow parents or carers to take photographs/ videos of school events such as sports day, and performances. Should any parent/carer have concerns about this matter, they should discuss the individual event with the Head Teacher to make suitable provision. **On such occasions Parents/Carers are reminded that such images are for private, family use only and must not be shared on the internet including any social media sites such as Facebook, What's App, Twitter and Instagram.**

To allow the appropriate recording of children's images by parents/carers, we will:

- Ensure that children are appropriately dressed for the activity.
- Monitor the use of cameras and challenge anyone behaving inappropriately.
- Make an announcement at the start of any concert or presentation to remind parents that any image taken can only be used for personal use and should not be put onto any social media.

Good Practice

The school will:

- Ensure parents/carers have signed and returned the consent forms for using images of children and will follow the parental requests made in the consent forms.
- Follow the conditions of use as set out in the consent form.
- Not use any photograph out of context.
- Not use any photograph to illustrate sensitive or negative issues.
- Avoid naming pupils – if one name is required the first name only will be used where possible.
- Ensure all pupils are appropriately dressed.
- Avoid images that only show a single child with no surrounding context of what they are

doing/learning.

- Not use images of a child who is considered to be vulnerable, unless specific permission has been sought.
- Report to the Head Teacher any concerns relating to inappropriate or intrusive photography and challenge any inappropriate behaviour and or language.
- Not use any images likely to cause distress, upset or embarrassment.
- Where possible, general shots of classrooms or group activities are used rather than close up pictures of individual children. The camera angle will be considered; photographs taken over the shoulder, or from behind are less identifiable.
- Ensure to include images from different ethnic backgrounds in communications wherever possible, and positive images of children with disabilities to promote the school as an inclusive community, and to comply with the Disability Discrimination Act.
- Consider alternatives for example, is a photograph of the children necessary, or could an article be illustrated by the children's work.
- Consider whether or not it may be necessary to airbrush any logos. Children can be identified by logos or emblems on sweatshirts etc.

Parental Permission

Parental permission will be obtained by using the form in Appendix 1, for every child at the beginning of each academic year. Parents will may change their permission at any time by informing the Head Teacher in writing.

Where a parent has not agreed to their child being photographed, the Head Teacher will inform all staff. The master list of parental wishes can be accessed via the Business Manager. Every effort will be made to comply sensitively with parental requests, e.g. if a child whose parents have refused permission for photography is involved in a sporting event, it may not be appropriate to photograph the whole team. In these incidents careful liaison with parents may enable the school and parent to reach an alternative agreement.

When photographic images are transmitted or shared beyond the establishment e.g. television broadcast specific permission should be obtained using Appendix 2.

Inter-school Activities

If a vulnerable child is involved, it will be necessary to liaise with a member of staff from the other establishment and possibly seek the co-operation of parents from the other schools.

Staff Professional Development Activities

Occasionally staff and colleagues, whether training or qualified, need to complete portfolios of work they have undertaken within the school. This may include photographic documentation. Any staff compiling such a portfolio will have discussed the project with a member of the leadership team who will oversee the compiled images and consider/approve the appropriateness of the project.

Displays

Still photographs on wall displays and video clips used for assemblies or open evenings must always depict children in an appropriate way. They must not display children in inappropriate or revealing clothing. Photographs or images likely to cause embarrassment will not be used.

Children Photographing Each Other

This practice can occur during offsite activities, particularly during residential trips. Staff will maintain the supervision and management control specified in the "Offsite Activities Guidelines 2003". There may be incidents where pupils take inappropriate photographs. Staff will endeavour to ensure this does not happen and that pupils are provided with information and strategies to safeguard themselves. Ultimately parents are responsible for monitoring their child's use of cameras including mobile phone cameras and subsequent use of these images.

The use of mobile phones which contain cameras or photographic capabilities will not be permitted on residential visits.

Newspapers

Several scenarios can occur:

a) Team Photographs

- When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur.
- If a parent is not happy to have a child's name printed with a photograph, then consideration could be given to publishing the photograph with no names. The teacher overseeing the photographer should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
- If parents of a child have indicated that the child is vulnerable and should not have a photograph printed, then a team photograph may not be appropriate and alternative photographs should be used.

b) Photo Opportunities

- If the school invites a newspaper to celebrate an event, the organising teacher should make every effort IN ADVANCE to ensure that the newspaper's requirements can be met.
- Newspapers often prefer to publish the full names of anyone in the photograph they print. Exceptions to this might be in a larger group shot (e.g. a group of more than 10 children). However, newspapers usually prefer to work with smaller groups of children, e.g. three or four and for this number names may be required.
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Consideration must be given to this beforehand and parental permission/opinion must be the key guidance.
- This might mean only offering the opportunity to be photographed to those children whose parents are happy for publication of photographs together with names.
- If this is not possible, for instance because a specific group of children have achieved something and parental permission is withheld for the publication of full names of one or more of the group, it might be possible to negotiate a 'first names only' agreement with the newspaper.

Use of Internet

Only photographs of children where parental permission has been given will be published on the school website. The children will not be identified by name. If at all possible the children's faces will not be clear (as used in the photograph banner on the current website).

Closed Circuit Television (CCTV)

This school has installed CCTV equipment for the following uses:

- To monitor site safety and security.
- To discourage trespassers and as a means of reducing crime.

The CCTV Policy details the positioning of cameras and how the school manages the images captured.

Storage of Photographs

Photographs must be maintained securely for authorised school use only and disposed of either by return to the child, parents, or shredding as appropriate in line with record retention schedules. Storage should include reference to the permissions obtained and their currency and staff should be aware that images should not be removed from institutional computers and taken home. If permission is withdrawn for a photograph it must be edited from the storage immediately.

Equal Opportunities and Racial Equality

At Bleakhouse Primary School we are committed to Equality of Opportunity for all children, parents/guardians, members of staff, governors and visitors to the school. We aim to ensure that no-one is discriminated against with regard to using the Internet on the grounds of race, sex, disability, colour, nationality, ethnic or national origins, marital status, sexual orientation, age, trade union activity, political or religious belief.

Review of Guidelines

The content of these guidelines will be reviewed every 3 years.

This policy reflects advice given in the Digital Image guidance issued by Sandwell May 2011 entitled 'Guidance for Schools Using Digital Images of Children and Young People'.

Other Relevant Policies

E-Safety Policy

CCTV Policy

RS June 2020



Appendix 1

Using Images of Children (Photographs) – Consent Form

There are occasions when we will take and use photographs/videos of your child for various reasons. This may be for academic purposes, school events or for publication on our website. On occasion, we are asked for photographs by the local newspaper to support articles that might be promoting the good work we are doing etc. We know that not all parents feel comfortable for their child's photograph to be used therefore we have separated the reasons for the use of photographs/videos. If at any time we would like to use your child's picture for anything other than what is listed we will contact you for consent.

- Please note – photographs will be used for a whole academic year after the photographs are displayed/used.
- If at any point you would like to withdraw your consent please contact the school immediately.

Name of Child Class.....

Name of parent/guardian

<u>POTOGRAPH/IMAGES CONSENT</u>	Please tick yes or no for each choice	
Your child's photograph or video recording can be used for school displays, certificates or to provide a record of school visits and assemblies.	Yes	No
Your child's photograph can be used in printed publications such as the newsletter.	Yes	No
Your child can be photographed or filmed in press events agreed by the school such as sports fixtures or special school events.	Yes	No
Your child's full name can be published with a press photograph.	Yes	No
Your child being videoed or recorded as part of our assessment and training programmes.	Yes	No
Your child's image (unidentified, or with their first name only) can be used on our school's website or webcam.	Yes	No
I have read and understood the conditions of school use and will notify the school immediately should I wish to withdraw my consent.	Yes	No

Signed: Parent/Guardian

Dated:.....