



Manor Primary School

Use of photographs and videos in school policy

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the community can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements. However, photographs must be used in a responsible way.

We need to respect families' rights of privacy and be aware of potential child protection issues. We minimise risks by following the guidelines detailed in this document and by securing parental consent for the use of photographs.

This policy applies to the use of photographs in school publicity materials, on its website and in the press.

Its implementation is the responsibility of all staff. Parents/carers and visitors are made aware of this policy.

Data Protection Act 1998

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or, in the case of pupils, their legal guardians/carers.

We do not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

Appropriate Use of Images in School Publicity Materials

We:

- ensure that images are stored securely and used only by those authorised to do so
- ensure that electronic images are stored on a secure network to which members of the public have no access
- do not use an image of any child who is subject to a court order
- secure parental consent for the use of children's photographs
- not use photographs of children or staff who no longer attend/work at our school without their consent
- do not photograph children during swimming lessons

School Website

We are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the potential misuse of the Internet. We always seek the consent of parents regarding the use of images of children on the Internet.

Children's names are not included in photographs of children published on the school website.

Filming Events

It is usual for parents to take photographs and videos of children at school events such as Christmas plays and Sports Days.

Parents/carers are asked to ensure that:

- No photos/videos are put on any social media platform Facebook etc
- No photos are sent electronically to another person, even a family member

Use of images by the school

- The school will only take and use images that are appropriate and not open to misuse.
- No image will be used without consent
- Children's names will not be published if an image of them is used,
- Images will be held securely and removed after the pupil has left the school. (website images for promotion of the school may continue to be used)

- The school will only use appropriate images on the website/VLP and filenames will not identify children's names.

The school will make every effort to prevent an image of pupil who should not be identified from being taken.

- Staff may take photos for assessment/evidence gathering purposes. These images will be held securely and not kept on staff phones/ /mobile devices.

Parental/Carer Consent

We seek the consent of parents/carers regarding the use of photographs of children. The consent includes agreement upon:

- how and where the photographs will be used
- the period of consent
- the storage and deletion of photographs

Consent is sought as part of our admissions procedures. Where circumstances change, it is the responsibility of the parent/carers to inform the Head Teacher in writing. Consent forms will be retained as part of a child's individual records while the child is still at school.

Images taken by pupils

- If it is found that cameras or camera phones have been misused, the school will follow its usual disciplinary procedures.

Video conferencing and webcams

- Webcams and video conferencing will not be used in school for consulting with parents.

Further guidance

- Written guidance will be provided to remind parents/carers that any images must be taken for personal use only and that images including others must not be put on the internet or sold.
- People with no connection to the school will not be allowed to take photographs and staff may question anyone attempting to do so that they do not recognise.

Monitoring and Review

The Head Teacher and Governing Body will review this policy as needed.