

GLADESTRY CHURCH-IN-WALES PRIMARY SCHOOL

Policy Statement on Photographs and Images of Pupils

Scope and definitions

The purpose of this policy is to set out general rules about the capture and distribution of images and photographs of children and to give staff and parents guidelines on the subject. It applies to activities on school premises or as part of off-site events or trips.

“Image capture”, “photography” and “videoing” refer to any kind of image capture, still or moving, obtained by any photographic device including still image cameras, video cameras, webcams and photographic enabled mobile telephones, and any other type of image capture device not specified here, whether digital or not, using technology existent at this time or in the future. The storage of such images includes film negative, film positive (e.g. transparencies and slides, movies, etc.), photographic paper, digital media, magnetic tape and any other kind of storage method able to be used for the storage of images, still or moving, available now or in the future.

Safeguarding

There may be a risk to the welfare of children when individual children can be identified in photographs or when photographs are misused for illegal purposes. With this in mind we have developed our policy to make every effort to minimise risk.

Where the capture or distribution of images of children raises a safeguarding concern, the Designated Safeguarding Lead (DSL) must be contacted immediately. Further details on safeguarding procedures are available in our Safeguarding policy.

This policy should be read in conjunction with our other policies, notably:

- Safeguarding (including e-safety)
- Child Protection
- Anti-Bullying & harassment
- ICT & Computing
- PSE
- Use of Social Media and E-safety policy for staff working in schools (Powys C.C.)

Every reasonable effort must be made to minimise risk of inappropriate capture and distribution of photos and images. This includes:

- securing parental consent for the use of images of their children
- not using photographs of children or staff who have left the school without their consent
- ensuring that children and staff are appropriately dressed
- ensuring that children’s names are not used alongside images in publically-available material
- not using an image of any child who is subject to a court order
- storing images securely and accessible only by those authorised to do so
- storing images securely (whether physical or digital) with appropriate access controls
- ensuring staff are appropriately informed about this policy.

General Data Protection Regulation (GDPR)

Photographs and video images of pupils and staff are classed as personal data under the terms of the GDPR. 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. Everyone responsible for using data has to follow strict rules called 'data protection principles'. They must make sure the information is:

- used fairly and lawfully
- used for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary
- handled according to people's data protection rights
- kept safe and secure
- not transferred outside the UK without adequate protection

Photography and image capture in school

Images of children may be captured as part of the educational process. Recordings of pupils for school purposes will only ever be taken using official school equipment or by a designated external professional. Staff must not take or transmit any recording of pupils on any personal device. Staff should also be aware that taking photographs of colleagues using personal devices should only happen with the permission of that member of staff.

Images of pupils or staff must not be displayed on websites, in publications, on social media platforms or in a public place without specific 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.

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Parents' media permissions must be kept on file throughout their child's time at this school (see parental permission form at the end of this document).

Photography and image capture by parents

As a general rule no parent or visitor is permitted to use a camera (including a mobile phone's camera facility) whilst on school premises. However, the Data Protection Act does not apply to photographs or films taken for personal use by family and friends and it is usual for parents to want to take photographs and videos of children at school events.

Exceptions to this rule are therefore made for some specific events such as plays, recitals, concerts, sporting events, open days or other promotional events. We strongly advise parents against the publication of any such photographs on the internet (e.g. on social media), and we will request parents to remove any such material if we deem it illegal, harmful or inappropriate in any way.

We reserve the right to prohibit the use of cameras for some events if deemed inappropriate by staff.

Where appropriate, our policy regarding this matter should be explained clearly to parents, family members and the wider community by a member of staff before difficult situations arise.

Photography and image capture by pupils

Staff will supervise and maintain control over any photographing or recording that pupils do during on-school or off-site activities.

Publicity

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 press 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. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

Although, exceptionally, the school song was released on the internet in Summer 2012 as part of the campaign to secure the future of the school it is currently our policy that no further footage from Gladestry School will be released.

Monitoring

It is the responsibility of all school staff to support and monitor this policy. Any concerns should be brought to the attention of the Head Teacher or the Chair of Governors.

Date agreed:

Signed: (Chair of Governors)

..... (Head Teacher)

To be reviewed:

Appendix 1 – Parental Permission Letter



Gladestry Church in Wales Primary School
Ysgol Gynradd Llanfair Llwyth Yfnwg
Gladestry, Kington
Hereford HR5 3NR
Telephone/ffon: 01544 370207
E - mail: office@gladestry.powys.sch.uk



Dear Parents,

Media Permission

The use of digital media is an integral part of the curriculum and we are proud to be at the forefront in the use of the latest technology in the education of our pupils. This ensures that your children are prepared for the challenges of working and learning in the twenty-first century. All activities across the school now make use of a wide range of digital media. As a part of this usage, from time to time the pupils will be recorded (in a range of formats). This is a fundamental part of your child's learning and assessment throughout their school career. We are seeking your permission to store and use these recordings within the school community. For example, photographs might be used in exercise books, on display boards or in the school newsletter. To ensure maximum security for all pupils, no personally identifiable information will accompany these recordings when they are displayed.

This permission will be valid for your child's school career with us, although you have the right to change this permission at any time in writing.

In addition to the strictly internal use mentioned above, there are times we would like to be able to share pupils' achievements with a wider public audience beyond the school community. We are very proud of their achievements and we would like the opportunity to share photographs on the school website or in the school prospectus.

We are therefore seeking your additional permission to use recordings (photographic or other formats) of your child for promotional purposes.

Yours sincerely,

Mrs H B Morris
Headteacher

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Pupil's name: _____

I give permission for the school to use digital media only in the following ways.
I understand that no personal information will be linked to any photographs or videos.

Internally within the school (Yes / No)
Promotional literature (Prospectus, newsletters, posters etc) (Yes / No)
School Website (Yes / No)

Parent's signature: _____ **Date:** _____

Please PRINT Name: _____

Please return your completed permission slip to the school office.