



High Ash C.E. Primary School School Photograph Policy

The use of photography and images in the school environment.

Introduction

The Data Protection Act 1998 and the introduction of the Human Rights Act 1998 has meant that we need to exercise care in the use of photographs, videos and webcams of clearly identifiable people.

The Data Protection Act 1998 also affects our use of photography. The Act does not prevent individual parents recording, filming or photographing their sons or daughters at school events; this is covered by an exemption to the Act.

Principals

This policy details the rules governing photography and recording videos at the school, the distribution of these photos and videos, and their publication on the internet. It covers the rules for staff, governors and parents, and is founded on four main principles:

1. **Safety** The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at the school.
2. **Privacy** We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at the school.
3. **Projecting the right image** Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.
4. **Sharing children's achievements** It is natural for every parent to want to share their children's activities and achievements at school with their friends and family. High Ash C.E. Primary School is keen to allow this as much as possible, while keeping this in balance with the first three principles (detailed above).

Consent

When a child joins the school, their parent or guardian is asked for consent for the child to appear in photos and videos on school materials, the school website and in the media. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined.

School Website/Newsletter

The school endeavours to publish on the school website, and include within the Headteacher's weekly newsletter, a selection of photos and videos of school

events and general school life. Any material used is assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name. For example, if a child appears individually in a photograph, then we avoid naming the child in the text or accompanying photo caption - and vice versa (i.e. if a pupil is individually named in the text, we do not include a photograph of that child).
3. It must not in any way embarrass the school or the children and staff involved. For example, only using images of pupils in suitable dress and not, for instance, in swimming costumes.
4. Use generic labels when using group photographs, e.g. "a science lesson" or "making Christmas decorations".
5. We avoid, where possible, using photographs of pupils after they have left the school.

Photographs and video intended for the school website should be taken either by a member of staff, or another person (typically an external photographer who has been commissioned by the school for that specific purpose/event) authorised by the Headteacher. These photos and videos must be approved by the Headteacher prior to publication on the website; the mechanism for doing this is agreed by the Headteacher and the photographer.

Rules for Parents and Guardians

It is not permitted for parents and guardians to take photographs at school events such as Sports Day, Sports Competitions, Plays and Productions (e.g. School Nativity), Class Assembly, Celebration Assembly or Church Services. This is to ensure that we can safeguard specific children. For these events, the school will arrange for either a member of staff, or a photography contractor, to take photos / videos that will be distributed to parents/ guardians after the event.

Distribution and publication of photos and videos

Photos taken by the school at school events and shared with parents/guardians (e.g. via the School website) are for your own personal use only. They may be shared by email with friends and family, but must not be published on any internet or social media site. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services, including communication services such as Facebook messenger and What's App. The reason for this restriction is that it is not possible for individual parents to ensure that the safeguarding rules described above are adhered to at both the time of publication, and later.

Photos featuring only your own children

There is one exception to the internet publication rule. If the photo or video includes only your own children, you may share it on the internet however you like. For this exception to apply, there must be no other children in shot, however briefly or clearly they can be seen. The reason for this exception is that the school

recognises that how you use photos of your own children is a decision purely for you.

Press

Occasionally, members of the press may take photographs or film footage at our school, for example when the Speaker opened the Ash Tree dining room. Photographs taken for the purpose of journalism are exempt from the Data Protection Act. Despite this, we will always endeavour to ensure parental permission before such images are published.

Webcams & CCTV

We do not permit the use of webcams within High Ash C.E. School.

We do not have CCTV within the grounds or premises of High Ash C.E. School.

The rights of school staff

Whilst it is important to protect the rights of the children, High Ash C.E. School does not lose sight of the requirement to also look after the rights of staff. Whilst it is not necessary to obtain written consent of the school staff before using their images, the purpose of the photograph is explained to the staff member to allow them to make their own mind up without pressure.



Using images of children

Consent form for use by High Ash CE Primary School

To Name of the child's parent or guardian: _____

Name of child: _____

School: High Ash C.E. Primary School

Occasionally, we may take photographs of the children at our school. We may use these images in our school newsletter (or in other printed publications that we may produce), as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer questions 1 to 4 below, then sign and date the form where shown.

Please return the completed form to the school as soon as possible.



Please circle your answer

1. May we use your child's photograph in the school newsletter and other printed publications that we produce for promotional purposes? **Yes / No**
2. May we use your child's image on our website? **Yes / No**
3. May we record your child's image on video or webcam? **Yes / No**
4. Are you happy for your child to appear in the media? **Yes / No**
5. Do you wish your child to be named? **Yes / No/ Not Applicable**

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies (or the EU, where similar protections are required).

Please also note that the conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Parent's or guardian's signature: _____ Date: _____

Name (in block capitals): _____

Conditions of use

1. This form is valid for five years from the date you sign it, or for the period of time your child attends this school. The consent will automatically expire after this time.
2. We will not re-use any photographs or recordings after your child leave this school.
3. We will not use the personal details or full names (which means first name **and** surname) of any child or adult in a photographic image on video, on our website, in our school newsletter or in any of our other printed publications.
4. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school newsletter or in other printed publications.
5. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption.
6. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by the pupils.
8. We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.
9. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.