

Jesse Gray Primary Use of Children's images Policy



Jan 2022

Head Teacher Signature:	
Date Adopted:	
Review Date:	Jan 2023

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

Introduction

1. Jesse Gray Primary School believes 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.

2. 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.

3. 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.

GDPR

4. 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 sample consent form for pupils is attached at Appendix A.

5. 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 form makes clear the period of time for which consent applies.

6. 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; these images will be destroyed within 12 months

Child protection

7. We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.

8. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, Social Services and/or the police as appropriate.

9. Individual pupils will not be named in conjunction with their image without consent and we will never use an image of a child who is subject to a court order.

Websites

10. 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.

11. Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education and Skills Superhighway Safety website (<http://safety.ngfl.gov.uk/schools/>).

Webcams and mobile phones

12. Webcams and mobile phones are not to be used to take images without people's knowledge. The school's policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.

13. Mobile phones that can take and transmit images will not be permitted in areas of the school, such as changing rooms or sports facilities, where they could be misused.

14. Visitor mobile phones must be left switched off when working with children.

15. It is understood that staff mobile phones may be used as other devices including being used to capture images/video during school time, however these phones can be subjected to scrutiny at any time by the designated person for Safeguarding, senior staff, pupils, visitors or parent/carers.

External photographers and events

16. If the school invites or permits an external photographer to take photographs within school, 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
- Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
- Not allow unsupervised access to children or one-to-one photo sessions at events.

17. The same conditions will apply to filming or video-recording of events.

18. 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.

19. Images taken of children during events by staff members, parents/carers, family members and members of the public are for personal use only and not to be uploaded to social networking sites.

Reviewed:

Review:

Reviewed by Staff:

Reviewed by Governor: