

Sundridge & Brasted CEP School

Photographic Image Use Policy



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Photographic Image Use Policy

Data Controller:	Helen Prestage
Designated Safeguarding Lead (DSL):	Tom Hardwick
Governor with lead responsibility:	Rebecca Hamburger

Scope and aims of the policy

- This policy seeks to ensure that images and videos taken within and by Sundridge & Brasted CE Primary School are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- This policy must be read in conjunction with other relevant school policies including (but not limited to) safeguarding and child protection, anti-bullying, behaviour, Acceptable Use Policies, confidentiality and relevant curriculum policies including computing, Personal Social and Health Education (PSHE), Citizenship and Sex and Relationships Education (SRE).
- This policy applies to all images (including still and video content) taken by Sundridge & Brasted Primary School.
- All images taken by Sundridge & Brasted Primary School will be used in a manner respectful of the eight Data Protection Principles (Data Protection Act 1998). This means that images will be:
 - fairly and lawfully processed
 - processed for limited, specifically stated purposes only
 - used in a way that is adequate, relevant and not excessive
 - accurate and up to date
 - kept on file for no longer than is necessary
 - processed in line with an individual's legal rights
 - kept securely
 - adequately protected if transferred to other countries
- The Data Controller/DSL and Management team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting/school. This includes the management, implementation, monitoring and review of Sundridge & Brasted Primary School's Image Use Policy.

Parental Consent

- Written permission from parents or carers will always be obtained before images/videos of children are taken, used or published by Sundridge & Brasted Primary School.
- Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from parents will be kept by the school where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.

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- Parental permission will be sought on an agreed basis, on admission to the school.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Safety of Images and Videos

- All images taken and processed by or on behalf of Sundridge & Brasted Primary School will take place using school provided equipment and devices.
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (Data Controller or DSL) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably protected.
- The Data Controller and/or DSL reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Only official School owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras by staff is prohibited at all times.
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use.
- Sundridge & Brasted Primary School will ensure that images always are held in accordance with the Data Protection Act 1998 and suitable child protection requirements (if necessary) are in place.
- Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate.

Publication and sharing of images and videos

- Images or videos that include children will be selected carefully for use e.g. only using images of children who are suitably dressed.
- Images or videos that include children will not provide material which could be reused.
- Children's' full names will not be used on the website or other publication (e.g. newsletters, social media channels) in association with photographs or videos.
- Sundridge & Brasted Primary School will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

Safe Practice when taking images and videos

- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- Sundridge & Brasted Primary School will discuss the use of images with children and young people in an age appropriate way.
- A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc

Use of Webcams

- Parental consent will be obtained before webcams will be used within the setting environment for curriculum or educational purposes.
- All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

Use of Photos or Videos of Children by Others

Use of Photos or Videos by Parents/Carers

- Parents/carers are permitted to take photographs or video footage of events for private use only.
- Parents/carers who are using photographic equipment must be mindful of others (including health and safety concerns) when making and taking images.
- The opportunity for parents/carers to take photographs and make videos can be reserved by Sundridge & Brasted Primary School on health and safety grounds.
- Parents/carers are only permitted to take or make recordings within designated areas of Sundridge & Brasted Primary School. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact Sundridge & Brasted Primary School Data Controller/DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by Sundridge & Brasted Primary School and shared with parents should not be shared elsewhere (e.g. posted on social media sites), to do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

Use of Photos/Videos by Children

- The School will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera (e.g. unsupervised areas, toilets etc.).
- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within Sundridge & Brasted Primary School's E-safety policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- Photos taken by children for official use will be carefully controlled by the School and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

Use of Images of Children by the Media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met.
- A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (e.g. first names only) will be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

Use of External Photographers (including volunteers)

- External photographers who are engaged to record any events will be prepared to work according to the terms of the settings e-Safety policy.
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people

Children's Images: Frequently Asked Questions for Parent/Carers

Why do we need a policy?

Schools, playgroups, nurseries and youth groups have always used photographs as a way of celebrating achievement or seeking publicity for fundraising etc. Families and children often derive great pleasure from seeing their loved ones in print or on a website. We want to ensure that everyone can continue to enjoy these activities safely. However, parents/carers need to be aware that placing any identifying information in the public domain has risks and will need to understand these issues in order to give properly considered consent. It is important that parents/carers and schools/settings have the opportunity to fully consider the issues before any problems can arise.

So what are the risks?

The most highly publicised and worrying risk is that a child who appears in the paper or on a web site may become of interest to a predatory sex offender. Locating people through the internet has become extremely easy, using widely available software, so if there is a picture and the name of a Sundridge & Brasted Primary School together with the name of the child then it could be quite easy to find out the child's address and even work out their likely route to Sundridge & Brasted Primary School. There are also other specific groups of children and families whose safety could be put at risk if identified e.g. families fleeing domestic abuse. To limit these potential risks, we will take appropriate steps, as outlined in the attached consent form, to safeguard children and the wider community.

Isn't this just scaremongering?

Sadly not. We have had cases in Kent of families receiving unwelcome phone calls following appearances in the press. However, this is rare so it is important to have a sense of proportion in these matters. Remember we want to celebrate success and achievement but parents must be aware of risks in order to make an informed decision.

What about Sundridge & Brasted Primary School website?

The same concerns apply to Sundridge & Brasted Primary School controlled online sites and there is an added concern that images of children may be copied directly from a site which can then be manipulated or changed by another person. Schools can copy protect images and use lower quality images which means they cannot be usefully enlarged but this can be bypassed so must not be relied upon to keep images safe.

I want to do my own recording of Sundridge & Brasted Primary School play/event is this ok?

Taking pictures or recordings of your own children for your own personal use is OK. The difficulty arises when other children are also be recorded. It is important that we are all aware that some members of the community may be vulnerable and must not have their image shared online as they could be put at risk from harm. You may not always know who these people and we need everyone's support to protect the whole community. It's also important for us all to role model positive behaviour for children, so it might be a sensible idea to check first before posting any images online which contain other children than your own. Parents/carers should not copy images from Sundridge & Brasted Primary School website without appropriate permission from Sundridge & Brasted Primary School.

Letter Template - Parental Consent for Images

Dear Parent/Carer

This letter explains why we will need to ask for your consent before we are able to take photographs of your child during their time at Sundridge & Brasted Primary School

Generally photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and, therefore, is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording educational activities
- recording their learning and development progress
- recording and celebrating special events and achievements

We will also encourage children to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other.

We do, however, recognise that with the increased use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will, therefore, endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We have a specific policy regarding the use of images and also include the safe use of mobile phones and personal devices as part of our online safety policy, which you are welcome to view or take a copy of at any time.

To comply with the Data Protection Act 1988, we need your permission before we can photograph or make any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the setting.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely
Head Teacher

Template Parental Consent Form for Images

- This form is valid for the entire period of time your child attends Sundridge & Brasted Primary School
- We will not use the personal information or full names (which means first name and surname) of any child or adult in a photographic image or video on our website, online, in our prospectus or in any of our other printed publications.
- If we use photographs of individual children, then we will not use the full name of that child in the accompanying text or photo caption. If we name a child in any text then we will not use a photograph of that child to accompany the article.
- We may include pictures of children and staff that have been drawn by the children. We may use group photographs or footage with general labels. We will only use images of children who are suitably dressed.
- We will discuss the use of images with children in an age appropriate way and to role model positive behaviour.
- This consent can be withdrawn by parent/carer at any time by informing Sundridge & Brasted Primary School in writing.

	Please Circle as Appropriate
May we use your child's image in displays around Sundridge & Brasted Primary School?	Yes / No
May we record your child's image or use videos for assessments, monitoring or other educational uses within the School? These images or recordings will be used internally only.	Yes / No
May we use your child's image in our prospectus and other printed publications that we produce for educational and promotional purposes?	Yes / No
May we use your child's image on our website?	Yes / No
May we record your child's image on webcam for appropriate curriculum purposes?	Yes / No
Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the setting?	Yes / No
Are you happy for the school to print images of your child electronically?	Yes / No

- I have read and understood the conditions of use and I am also aware of the following:
 - Websites can be viewed worldwide and not just in the United Kingdom where UK law applies.
 - The press are exempt from the GDPR and Data Protection legislation and may want to include the names and personal details of children and adults in the media.

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- I/we will discuss the use of images with our child/ren to obtain their views, if appropriate.
- As the child's parents/guardians, we/I agree that if we/I take photographs or video recordings of our child/ren which include other children, then we will only use these for our personal use.

Name of Child:

Date:

Parent/Carer Name:

Parent/carer's signature:

Childs Signature (if appropriate):

[Template Group Activity Letter and Form](#)

Dear Parent/Carer

We are staging a production/special event of on **xxxxxx**. We are sure some parents/carers would like to take photographs/videos of the production. As you know we have a policy in place with regards to the taking, making and use of images and you will have previously signed a consent form stating whether or not your child could be photographed. In circumstances, such as productions or special events, we request specific consent before photographs can be taken by a third party. If you wish to take photos at the production there is a strong possibility that other children will also be included within the picture. We, therefore, need to ensure all parents/carers who have children in the production are happy for photographs to be taken and hence need to request their permission.

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social networks. This means that we can easily share our photos and video with family and friends. Whilst this can be very useful to all of us we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

- Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.
 - Once posted and shared online any image or video can be copied and will stay online forever.
 - Some people do not want their images online for personal or religious reasons.
 - Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.

Photographic Image Use Policy

- Therefore, in order to keep all members of the community safe we must all **'Think Before We Post'** Online

At Sundridge & Brasted Primary School name we are happy for parents and carers to take photos and video of events for personal use but we request that these images are not distributed or put online. This is to protect all members of the community. Please be aware that parents are not permitted to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of an event).

Should any parent/carer not agree with their child being photographed, we will consider alternative options including:

- restricting who is involved in the production/special event
- staging specific photograph opportunities

Photographs of setting productions are ones which parent/carers tend to treasure. We will, therefore, only prohibit the use of cameras and videos as a last resort. We hope you will support us in this.

We would, therefore, be very grateful if you would complete the slip at the bottom of this letter and return it to me by (date).

Yours sincerely

Headteacher

Parental Consent for Images as part of Group Activity

Child's name:

Date:

I am / am not * happy for photographs to be taken of the production/special event in which my child is due to appear on xxxxxx (date)

(*Please delete as appropriate)

Parent/Carer Name:

Parent/carer's signature:

Childs Signature (if appropriate):

Sundridge & Brasted Primary School Guide to the Use of Images Online

Using Images Safely and Responsibly

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social networks, such as Facebook, YouTube and many other websites. This means that we can easily share our photos and video with family and friends.

Whilst this can be very useful to all of us, we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

What should we all think about before posting any images or video online and are there any risks?

- Once posted and shared online any image or video can be copied and will stay online forever.
- Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
- Therefore in order to keep all members of the community safe we must all **'Think Before We Post'** Online

At Sundridge & Brasted Primary School we are happy for parents and carers to take photos and video of events for personal use but request that these images are not distributed or put online. This is to protect all members of the community.

We thank you for your support

Further Information on the Use of Images and video:

- Information Commissioner's Office: <https://ico.org.uk/for-organisations/education/>
- Think U Know: www.thinkuknow.co.uk/parents
- Get Safe Online: www.getsafeonline.org



**Respect and Care for the
Whole Community when taking
Photos and Videos**

We are happy for parents and carers to take photos and video of their child for personal use but we request that these images are not distributed or shared online if they contain images of other children, adults or staff without consent.

Sharing images of others online may put our community at risk.

Thank you for your support

Headteacher/Manager

Template consent form for using photographs of Staff

The school/setting would like to use your photograph for staff recognition purposes. These images will appear on our publications or website. To comply with General Data Protection Regulations (GDPR) and the Data Protection Act, we need your permission to use photographs of you. Please answer the question below, then sign and date the form where shown. We will not use the images taken, or any other information you provide, for any other purpose.

Please return the completed form, even if you have chosen not to give your consent, to (name of contact)

Please delete as appropriate

May we use your image on our

- Website/Intranet, accessible by the setting only?

Yes/No

- Display/notice boards, accessible by the setting only?

Yes/No

- Website, viewable by anyone in the world?

Yes/No

- Official social media channels, viewable by anyone in the world?

Please confirm that you have read and understand the conditions for use, and the notes relating to the principles of the Data Protection Act.

- I have read and understood the conditions of use.
- I confirm that I understand publication of my picture will mean that my picture will be viewable by those with access, alongside my job title and work contact details and I consent to such processing of my personal data.
- I understand that if my picture and details are placed on the website and/or social media channels potentially this will be accessible by anyone in the world with internet access

Name:

Signed:

Date:

Conditions of use

1. This form is valid for (Time frame details e.g. two years from the date of signing or for the time scale of a project only). Your consent will automatically not apply to any other usage of the photos.

2. Images must only be used in circumstances where consent has been given. Signed consent must be given for images to appear on the intranet and/or website (which is viewable by potentially anyone), or they cannot be published in this way.

3. Under the GDPR and Data Protection legislation your rights include: 39

a) Your consent (to the publication of your photo) can be withdrawn at any time (principle 1 of the Act)

b) Your photo will not be used for any other purpose without your further consent (principle 2 of the Act)

c) Your personal data will be accurately maintained and kept up to date (principle 4 of the Act)

d) Publication of your photo will cease and all electronic copies will be deleted when you leave the setting (principle 5 of the Act)