

## 1. Introduction

Photography of pupils in schools is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of child protection and copyright on performances.

The term photograph covers any form of visual imaging, whether on film or in digital format. 'In school' is whenever and wherever pupils are the responsibility of the school.

## 2. Aims

- To protect the right of parents to consent to their child/children being photographed for particular purposes at school.
- Emphasise the school's protective ethos towards pupils in respect of potential inappropriate use of visual images of children.
- Avoid children being distracted by photographic activity during events.
- Enable all visitors at school productions to enjoy the event without the distraction of others taking photographs or videos near them.
- Allow personal family photographs where possible.

## 3. Child Protection

Risk occurs when individual pupils can be identified by their names alongside photographs. We will not provide names for any other purpose unless special parental consent has been received. Also the content of the photograph can be used or adapted for inappropriate use. Therefore only images of children in suitable dress will be taken. Photographs will not be taken of children when they are vulnerable – upset, hurt or in a state of undress.

Should the school learn about any inappropriate use of images involving our pupils, we will act immediately and report it as we would for any other child protection issue.

## 4. Parental Consent

All parents are asked to give their consent for photography of their child by completing a permission slip that is kept on file. A register is kept on children who must not be included in team photographs, videos of plays, record of class trips or any other photographic moving or still imagery. In such cases it may be necessary to withdraw that child from all or part of an activity in which he or she might be photographed. We would ask parents to consider very carefully the impact of such a decision on the child as we would not wish any pupil to feel that he/she was being punished as a result of parental concern. All reasonable measures will be taken to ensure that no child on the register is photographed or videoed by a visitor to the school or while on an educational visit outside school. The exception to this may be photographs taken by parents at events such as school plays and for newspapers and the media.

## 5. Images for School Publications

- The school will only take and use images that are appropriate and are considered to not be open to misuse.
- If an image of a child is used, the child's name **will not** be published. If a name is published, **no image will be used** without specific consent.

## Rose Wood Academy: Photograph Policy

- Children and their parents/legal guardian will be made aware of why their picture is being taken and how it will be used.
- The school will ensure that images of a single child with no surrounding context of what they are learning or doing will be avoided.
- Children and Parents should be encouraged to recognise the value of group photographs or recordings of school events.
- The school recognises that images must not be used to cause distress, upset or embarrassment.
- The school will use photographs that represent the diversity of the children participating.
- Images will be kept securely and held by the school for the duration of the pupil's time at Rose Wood, plus one year, after which they will be destroyed.
- Images of children from the school will not be used to illustrate controversial subjects.

### 6. Security

- Photographs held in school must be annotated with the date on which they were taken and stored securely. They should not be used other than for their original purpose, unless permission of the subject is obtained.
- Photography taken for publicity and promotional purposes should only be retained for a maximum of two years.
- Photography contributing to the history of the school, its pupils, activities, or the community can be retained indefinitely.
- Photographs must be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken e.g. a photograph for ID purposes should not be retained when replaced or expired.

### 7. Images Taken by Parents/Legal Guardians, Family Members at School Events

Photography in schools traditionally forms an endearing part of each family's record of their child's progress and a celebration of success and achievement as well as being an established social practice. Where practicable, arrangements should allow photographs to be taken by parents and other guests attending school sports, school plays and similar events. However, photography must not be allowed to upset the performance or smooth running of the event or affect the health and safety of pupils and others.

We may:-

- Ask parents and others to refrain from photography at events where we appoint an official photographer and make arrangements to supply copies of pictures/DVD to parents. We will give notice of this in in invitations to parents.
- Ask parents and others who wish to take photographs, where this is permitted, to do so from the rear of the audience, so that they do not impair the view of others. We will give notice of this in invitations to parents.
- Ask parents and others who wish to take photographs to ensure these are for personal use only and must not be used on social media.

### 8. Images for the School Website

School websites are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names. The storage of electronic images will be regularly reviewed by a senior member of staff. Photographs of children are used minimally and anonymously on our website. Parents have a right to have any photograph of their child removed from the website.

## **9. School Photographer**

Parents should be made aware that, when class or group photographs are taken by a commercial agency, the photographer retains the copyright. Parents must be given contact details of the agency used.

## **10. External Photographers and Events**

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.
- Not allow unsupervised access to children or one-to-one sessions at events.

The same conditions will apply to filming or videoing of events.

Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press.

## **11. CCTV**

The school uses CCTV in some areas of school property as a security measure. Cameras will only be used in appropriate areas and there will be clear signage indication where it is in operation.

**Updated: May 2015**

**Review: Every 3 Years**

## USING IMAGES OF CHILDREN – CONSENT FORM

Name of Child \_\_\_\_\_ Class \_\_\_\_\_

Occasionally, we may take photographs of activities that involve the children. The images may be used for displays, the school prospectus, our website or other publications by the Local Authority or local newspapers.

Photography or filming will only take place with permission of the Headteacher and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named if there is a particular reason to do so (e.g. they have won a prize) and home addresses will never be given out. Images that might cause embarrassment or distress will not be used nor will images be associated with material on issues that are sensitive.

Before the school can take any photographs of your child we need your permission. Please answer the questions below, sign and date the form and return it to the school as soon as possible.

**Please circle**

1	May we use your child's photograph in the school prospectus and other printed publications that we produce for promotional purposes or on project display boards?	Yes	No
2	May we use your child's image on our website / school television	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

There may be other circumstances, which fall outside the normal day to day activities in the school, where pictures of the children are requested. We recognise that in such circumstances specific consent from the parent will be required before photography or filming can be permitted.

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

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

Signature of person responsible for the child: \_\_\_\_\_

Name (in Capitals): \_\_\_\_\_

Relationship to the child: \_\_\_\_\_

Date: \_\_\_\_\_