

DODFORD FIRST SCHOOL



Every Day, a Learning Journey

Policy to support the safe and appropriate use of images

Context

Publications used to inform this policy:

- Safeguarding Children and Safer Recruitment in Education – *Consultation version 2010*
- Guidance for Safer Working Practice for Adults who work with Children and Young People in Education Settings – *DCSF March 2009*
- Data Protection Good Practice Note: Taking Photographs in School – *Information Commissioner's Office 26th October 2007*

It was produced in response to guidance from Worcestershire County Council in December 2011.

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Introduction

There are many occasions when staff and parents will want to take photographs of children. Such occasions include observations, evidence gathering, assessment and curricular purposes in the classroom, award ceremonies, performances, trips and sporting events.

The intention of this policy is to set out clear guidelines which will balance the use of photography as a source of pleasure and pride, with the need to safeguard children and protect the rights of the individual.

This guidance sets out to ensure that:

- images are only used for the purpose intended;
- the school's use of images is facilitated;
- personal family photography is allowed where possible;
- individual rights are respected and child protection issues considered;
- parents/carers and children are given the right to opt out.

Definitions

The term 'images' refers to photographic prints or slides, digital images, videos or moving images. Images may be distributed via print, DVDs, the internet or other technologies.

Safeguarding Children

The welfare and protection of our children is paramount and consideration should always be given to whether the use of photography will place our children at risk. This is because images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the internet, particularly social networking sites.

For this reason, consent is always sought when photographing children and additional consideration is given to photographing vulnerable children, particularly Looked After Children or those known to be fleeing domestic violence. Consent must be sought from those with parental responsibility (This may include the Local Authority in the case of Looked After Children).

Data Protection

The Information Commissioner's Office (ICO) maintains a public register which includes the name and address of 'data controllers' and details about the types of personal information they process. 'Notification' is the process by which each data controller's details are added to the register. The Headteacher of Dodford First School is registered with the Information Commissioner's Office. Notification is necessary if settings are processing personal information. This includes taking photographs of the children using a digital camera. Personal data (including images) held by Dodford First must be included in the setting's notification. Further information on data protection, as well as details on how to notify, can be found at:http://www.ico.gov.uk/for_organisations/data_protection/notification.aspx

Parental Consent

On admission of a child to Dodford First School, parents/carers will be asked to complete a consent form indicating their agreement with or objection to the use of images of their child. Parents/carers should be asked to complete the separate WCC consent form for images that have been taken for the purpose of LA publicity.

A list of children for whom consent has been refused will be maintained by the school and every effort will be made by staff not to include these children in photographs or video footage. The list will be updated on a regular basis¹.

The parent/carer should be asked to confirm, in writing, that they will inform the school if they no longer wish images of their child to be used for any reason. They need to be made aware that once images are in circulation or have been published, it may be impossible to remove them, although every effort will be made to ensure they are not used in future publications.

¹ The LA recommends on admission to a setting with at least annual updates

School Photography

Photographic and/or video images taken by staff may be used for curricular and/or extra-curricular activities, displays, on the setting website, in the setting prospectus or newsletter, as evidence of the child's development or as part of publicity in the media.

Staff will ensure that:

- they are clear about the purpose of the activity and what will happen to the images when the activity is concluded;
- they always use setting equipment for taking images;
- they never record images using their personal camera, mobile phone or video equipment or for their own personal use;
- they will never photograph children in a state of undress, for example whilst changing for PE or a performance;
- they will report any concerns about inappropriate or intrusive photographs found to the Senior Designated Person following the school's safeguarding procedures;
- they have parental permission to take, store and/or display or publish the images.

Storage of Images

- Images retained in school will not be used other than for their original purpose, unless permission is obtained from the subject.
- Images will be stored securely and password protected.
- Images will be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken.
- Images taken for publicity and promotional purposes will be retained for a maximum of two years. However, images contributing to the history of the setting, its children, activities or the community may be retained indefinitely.

Further information on storage and security can be found in the LA guidance *Schools System and Data Security*.

Parental Photography

In many cases, images taken at school events form an important part of family albums. Everything possible will be done to ensure that this tradition continues. Parents are welcome to take images of their own children at award ceremonies, setting concerts/shows and sporting events, with the permission of the Headteacher. However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety.

Parents/carers will ensure that:

- They will respect the setting's decision to prohibit photography of certain children or a particular event;
- Any images taken are for personal use only;
- Images including children **other than their own, must not be sold or put on the internet (this includes Facebook, Bebo, My/space, Flickr, YouTube, Weblogs, etc.)**; if they are, Data Protection legislation may be contravened and they will be asked to remove them;
- They will not use any images of children so as to cause offence or harm.

The Use of Cameras and Video Recordings by Children

From time to time, children may be given the opportunity to use setting equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity.

Children should not use personal equipment in the setting for the purpose of taking photographs or video footage, unless being used as a learning resource in line with the setting's Acceptable Use Policy (AUP). This includes the use of personal mobile phones. The only exception to this is on a setting trip or visit where children may be allowed to take photographs for their own personal use.

It should be made clear that these images should be taken responsibly and not used to upset any other child

The use of images to bully or intimidate, including publishing photographs or video footage without permission on the internet, will be dealt with in line with the school's behaviour and anti-bullying policies and may be viewed as a criminal offence.

Display of photographs

It is perfectly acceptable to display images of children in the school environment, with their names attached, for the purpose of celebrating progress and achievement or assessment. However, consideration will be given to displays when rooms are available for other purposes.

Publicity

Press

On occasions, the media are asked to cover events or to highlight children's successes within school. This is an important part of celebrating achievement and informing the public of educational initiatives. The media operate under their own Code of Practice. Any child whose parents have withheld permission, will not be photographed by the media.

School Publicity

Photographs of children's activities and achievements may be published in the school newsletter or prospectus and posted on the school website. Full names of individual children will not be attached to photographs and no contact details will be published. Where photographic permission has been withheld, photographs will not be published.

School Photographer

Class and individual or group photographs are often an annual event. Parents will be notified in advance of the photographer's visit and will be sent copies of photographs and given the option to purchase them. Copyright on all such photographs is retained by the photographer.

Links

This policy should be read in conjunction with the E-safety Policy, Acceptable Use Policy (AUP) and Safeguarding Children Policy of Dodford First School and with the LA guidance 'Schools System and Data Security'.

Further Guidance

Further related guidance can be found in the Becta series of documents entitled *Good practice in information handling in schools*. They are:

1. Keeping data secure, safe and legal
2. Impact levels and labelling
3. Audit logging and incident handling
4. Data encryption
5. Secure remote access

and also in *AUPs in context: Establishing safe and responsible online behaviours*

These documents can be found on Edulink (www.edulink.networcs.net) and on the Department for Education website (www.education.gov.uk).

Policy Review

The policy will be reviewed annually.

Consent Form for use of Images (photographs, videos, DVDs and digital images)

Photographs and/or video recordings of children may be taken whilst they attend Dodford First School to celebrate their achievements and successes and as evidence of their progress and development.

Still or moving images may be published in our printed publications (e.g. prospectus, newsletters) and/or on our external websites. They may also be used to promote the good practice of the school to other teachers, e.g. at training events organised by the Local Authority or national education/government institutions. Children's full names will never be published alongside their photograph externally to the school. Names may be used internally, for example – on a display.

Electronic images, whether photographs or videos, will be stored securely on the school's network which is accessible only by authorised users.

Before using any photographs/videos of your child, we need your permission.

We would encourage you to give permission, but if there are reasons why images of your child should not be taken, please discuss your concerns with Mrs Parkes.

Please answer the questions below, then sign and date the form where indicated and return it.

I agree to photographs/videos of my child being used in printed publications, on the school's internet website, for publication in a newspaper (subject to strict guidelines), as part of recording regular activities and work of the school and in sharing of good practice with staff of other settings.

Yes / No

I agree to the use of images of my child on an external web site or for publicity or campaigns by national Government agencies?

Yes/No

This form is valid from the date of signing until your child leaves the school. Photographs and videos may be securely archived after your child has left the school. Photographs and videos used for publicity purposes may continue to remain in circulation after your child has left the school. You may withdraw your consent, in writing, at any time **but it may not be possible to remove images that are already in circulation or have already been published** although every effort will be made to do so.

We recognise that parents, carers and family members will wish to record events such as plays, sports days etc. to celebrate their child's achievements. The school is happy to allow this, at the discretion of the Headteacher, on the understanding that such images/recordings are used for purely personal family use. **Images containing children other than their own should not be put on the internet (including Facebook) for any reason.**

A full copy of the school's policy on the safe use of children's photographs may be obtained upon request and is available on the school website.

Name of Child:

Date of birth:

Name of person with Parental Responsibility:

Signed:

Date:

Data Protection

Dodford First School takes your privacy seriously and we have taken steps to protect it. Any personal data you give to us, including photographic images, will be processed strictly in accordance with the Data Protection Act 1998 and will be used for the purposes that you have consented to. We will not share your details with third parties without your consent, except where we are legally compelled or obligated to do so. Please note that where you consent to images appearing on the internet, they can be viewed worldwide including countries where UK data protection law does not apply.