

# Use of images Policy

St Clement's Catholic Primary School



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# 1. Official use of images/videos of children by the school

## 1.1 Scope and aims of policy

This policy seeks to ensure that images and videos taken within and by St Clement's Catholic 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, Acceptable Use agreements, online safety and confidentiality.

This policy applies to all images (including still and video content) taken by the school. - All images taken by the school will be used in a manner respectful of the eight Data Protection Principles (Data Protection Act 2018).

This means that images will be:

- fairly and lawful 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 Designated Safeguard Lead (DSL), Computing Leader and Senior Leadership team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of the School Image Use Policy.

## 1.2 Parental Consent

Written permission from parents or carers will be obtained on admission to St Clement's Catholic Primary School before images/videos of children are taken, used or published by the school (please see appendix A for this form).

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 the parents will be kept by the setting where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.

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.

## 1.3 Safety of Images and Videos

All images taken and processed by or on behalf of the 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.

Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably encrypted.

The DSLs reserve the right to view any images taken and/or to withdraw or modify a member of staff's authorisation to take or make images at any time. Only official setting owned equipment (e.g. work provided digital or video cameras or iPads) 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. The school will ensure that images always are held in accordance with the Data Protection Act 2018 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. Copies will not be taken of any images without relevant authority and consent from the DSL and the parent/carer.

## 1.4 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. - Children's full names will not be used on the website or other publication (e.g. newspapers, social media channels) in association with photographs or videos. The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website or in printed publications.

## 1.5 Use of apps/systems to share images with parents

The school uses Tapestry to upload and share images of children with parents in Foundation Stage and Google Classroom from Reception – Year 6. The use of the system has been appropriately risk assessed and the Headteacher has taken steps to ensure all data stored is held in accordance with the Data Protection Act 2018. Images uploaded to Tapestry and Google Classroom will only be taken on school devices. All users of Tapestry and Google Classroom are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems out of use, etc. Parents/carers will be informed of the school's expectations regarding safe and appropriate use (e.g. not sharing passwords or copying and sharing images) prior to being given access.

## 1.6. Safe practice when taking images/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.

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 rooms, toilets, swimming areas, etc.

## **2. Use of images/Videos of children by others**

### **2.1 Use of photos/Videos by parents/carers**

A poster (appendix B) will be displayed in the school hall so that parents/carers are reminded of their responsibility to keep children safe through appropriate image use when watching class assemblies, for example.

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 the school on health and safety grounds. Parents/carers are only permitted to take or make recording within designated areas of the school. Photography is not permitted in sensitive areas such as changing rooms, 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 the school DSL to discuss any concerns regarding the use of images.

Photos and videos taken by the 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

### **2.2. 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.) when required in lessons. The use of personal devices e.g. mobile phones, is covered within the school online 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 the Data Protection Act 2018. 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 school.

### **2.3 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 school 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 when 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 school is to be considered to have acted in good faith.

## 2.4 Use of professional photographers

Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's online safety policy. Photographers will not have unsupervised access to children and young people

# Appendix A

## St Clement's Catholic Primary School

### PHOTOGRAPHIC IMAGES & VIDEO CONTENT CONSENT FORM

CHILD'S FORENAME: \_\_\_\_\_ SURNAME: \_\_\_\_\_ DOB: \_\_\_\_\_

The table below shows the different ways your child's image (both static images and video content) and name may be used. Please tick to confirm your consent or otherwise for each medium.

What	Where	Yes	No
Your child's image and name	<b>In school</b> e.g. display boards, children's books		
Your child's name or image  Unidentifiable by full name and photograph combined unless agreed in advance with an adult with parental responsibility	<b>School publications</b> e.g. newsletter (published on website), school flyer		
Your child's name or image  Unidentifiable by full name unless agreed in advance with an adult with parental responsibility	<b>School online publications</b> e.g. website		
Your child's image without name	<b>School social media</b> e.g. Twitter (on school's website homepage)		
Your child being photographed or filmed - News media may publish pictures along with the child's full name, but the school will seek an undertaking that a child's name will not be used if their image is put on the newspaper's own website.	<b>External press/media</b> e.g. newspapers, television images		

**Declaration:** I have read and understood the consent asked of me above. My decision on whether to give consent will remain valid throughout my child's time at the school, and potentially after they have left, unless I notify the school of the contrary in writing.

***I promise that if I, or members of my family or friends, take photographs or video recordings at a school event, these will be kept for family use only and will not be uploaded to social media.***

This Photographic Images & Video Content Consent Form has been completed by \_\_\_\_\_

**I/We understand that I am responsible for updating these as the need arises.**

Signed \_\_\_\_\_ Date \_\_\_\_\_

## Appendix B

# Event Poster for Parents/Carers

## **Use of Images**

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

We are happy for parents and carers to take photos and videos 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