



# RATTON SCHOOL

## AN ACADEMY TRUST SCHOOL

### USE OF IMAGES OF CHILDREN POLICY

Date established by the Academy Trust	May 2014
Date of Full Implementation	May 2014
Date of Last Review	June 2016
Date of Next Review	June 2018

All our policies support our vision and are based on our core virtues

Developing caring, confident and creative students who achieve excellence

- Compassion
- Respect
- Creativity
- Teamwork
  - Effort
- Responsibility

## Context

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There has been much publicity recently about the taking of images of children and young people in school and the Data Protection Act 1998. There have been rapid changes in the technology of image reproduction. Taking and publishing pictures are now easy and it can be difficult for schools to monitor and control images of children.

Ratton School has a duty to provide a safe environment for pupils at school. While we are aware of the risks of image misuse, we believe that the school needs to balance this against the positive value of professional, high quality images of pupils in celebrating and promoting the school as an enjoyable, colourful and vibrant place to learn. Good pictures of the school and its children can help in putting the school at the heart of the local community and enhance its reputation.

This policy is designed to balance safeguarding the children and young people in our care with ensuring families are able to experience pleasure and pride at their children's achievements through the use of technology.

Over recent years, schools have (in line with other institutions and public bodies) been working towards an improved understanding of the diverse nature of their communities. Much of this work is in response to new legislation that places an increased duty on schools and other settings. Legislation requires schools both to eliminate direct or indirect discrimination, victimization or harassment and to promote equality for pupils, staff and others who use school technology. These developments reflect the growing awareness of the need to view different equality strands beneath one umbrella, rather than seeing them as separate factions competing with each other for time and resources.

Status	Statutory	
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## Purpose

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### Images taken by parents and carers

Ratton School recognises that parents and carers want to capture moments of pride of their children for posterity.

Parents or carers can take images of their child and friends participating in school activities for family and personal use.

We expect parents or carers to have asked children for their permission before images are captured.

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Photography and video filming will be limited to designated areas.

Use of cameras and other equipment will be monitored.

Parents or carers must use the images appropriately, for home use only and these images must not be distributed inappropriately. It is important that parents and carers are sensitive to the fact that some parents or carers have requested that images are not captured when considering the use of social media in reference to images they have captured.

**Parents or carers who do not take or use images appropriately understand that the school's duty to safeguarding includes communication with the police and other authorities. The school will work with the police and other authorities in all cases to support criminal prosecution of any individual or organisation where they are found to be acting illegally.**

#### **Withdrawal of consent for taking of/use of images by parents and carers:**

If a parent or carer wishes to withdraw consent for the taking of/use of images of their child they must contact the school on 01323 504011 ext. 120 or [admin@ratton.co.uk](mailto:admin@ratton.co.uk).

The school will aim to ensure that any student who has consent withdrawn is not included in the taking of/use of images.

It is recognised that the school is unable to prevent the capturing of images of students even where consent is withdrawn, for example on CCTV cameras.

#### **Images for use within school:**

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 identifying that child will be used** without specific consent.

Children will be made aware of why their picture is being taken and how it will be used.

Children will be given the option to not have their image used if they are the sole focus of the picture.

Children and parents should be encouraged to recognize the value of group photographs or recordings of school events.

Images will be kept securely and held by the school for the duration of the pupil's time there, after which they will be destroyed.

Images of children from the school will not be used to illustrate controversial subjects.

#### **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 identifying that child will be used** without specific consent.

Children will be made aware of why their picture is being taken and how it will be used.

Children will be given the option to not have their image used if they are the sole focus of the picture.

Children and parents should be encouraged to recognize the value of group photographs or recordings of school events.

Images will be kept securely and held by the school for the duration of the pupil's time there,

Role	Responsibility
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after which they will be destroyed.  
 Images of children from the school will not be used to illustrate controversial subjects.

**Images for the school website:**

Images of children are available to view on 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 not use children’s names.

**Webcams:**

Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.  
 A webcam will only be used in appropriate circumstances such as a normal class setting.  
 Both children and teachers will be made aware of when a webcam is in use.

**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 is clear signage indicating that it is in operation.

**Children photographing one another:**

Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities while with the school.  
 Camera phones are less visible and can be used to bully or take inappropriate images. It is school policy to allow pupils to bring camera phones on site, but their use is not permitted in changing rooms, toilets or in other areas with a heightened expectation of privacy. Mobile phones are not permitted to be used in school corridors and signs are displayed illustrating this at appropriate places in the school.  
 If it is found that cameras or camera phones have been misused, the school will follow its usual disciplinary procedures.

**Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.**

Consultation	School staff, parents or legal guardians, students, governors
Relationship to other policies	Equal opportunities, letting of school premises, charging for school activities, offsite activities and educational activities, e-safety.
Relationship to standard operating procedures	The policy informs the standard operating procedures for the use of images of children.

Headteacher	<p>Ensure that parents or legal guardians complete a parental consent form when and where appropriate</p> <p>Ensure that all images of children are kept and destroyed in accordance with this policy</p> <p>Ensure that images are taken and used in accordance with this policy</p>
Governors	Monitor and review this policy on a bi-annual basis
School Staff event leaders	<p>Ensure that parents, legal guardians, family members and friends are aware of the school expectations regarding the taking and use of images</p> <p>Ensure that images are taken in accordance with this policy</p> <p>Ensure as best they are able that images are kept in accordance with this policy</p>

### Arrangements for Monitoring and Evaluation

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This policy will be reviewed bi-annually by students, school staff, and Governors.

Date established by Governing body:	
Date for full implementation:	
Date of review:	

### Relevant legislation

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Data Protection Act (1998)