

The Blue School

(Church of England)

Established 1630



**Excellence for all,
Excellence by all
Through the guidance of
Jesus Christ
Our Living Lord**

Policy: Images Policy

Co-ordinator: Headteacher

Date ratified: February 2017

Date for next review: Spring 2019

The Blue School

Policy on the Use of Children's Images

Rationale

All schools benefit from and welcome positive publicity. Photographs of pupils at work and at play can help demonstrate the best aspects of any school, adding colour, life and interest to any activity taking place at the school. Making use of photographs in school publicity materials can increase pupil motivation and staff morale, and help parents and the local community to identify and celebrate the school's achievements. A photographic record of school events also serves as a useful historical record of the school's work and achievements over time.

However, photographs must be used in a responsible and appropriate manner. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

At The Blue School every reasonable effort will be made to minimise risk by following the guidelines set out in this policy and by securing formal parental/carer consent for the use of photographs and other images of their children.

This policy applies to the use of photographs in school publicity materials, on its website and in the local/national press. The implementation of, and adherence to the guidelines and requirements contained within this policy are the responsibility of all Blue School staff and volunteers. Parents and other visitors to the school, and all other participants in school organised activities will be made aware of this policy.

The Blue School's policy on photographing children

1. The Blue School's policy on the taking, handling and using photographs of pupils are as follows:
 - The school will ensure that all images are stored securely and accessed/used only by those authorised to do so;
 - The school will ensure that electronic images are stored on a secure network to which members of the public have no access;
 - The school will not use or publish any images of any child who is subject to a court order;
 - The school will secure parental consent for the use of children's photographs;
 - The school will not use photographs of children or staff who have left the school without their prior consent;
 - The school will ensure that images/photographs of children are only taken when they are appropriately dressed;
 - The school will ensure that, if a child's photograph is to be used in a publication or placed on public display, the child's name should not be used in connection with the photograph **unless** previously agreed by parents.

The most important consideration re: the taking and use of photographs or other images of children, is ensuring that parents and carers have given their consent for images of their children to be taken and used. (Please see Consent Form at **Annex A**).

Re-using photographs

2. Sometimes it is necessary to retain photographs of pupils for future use; perhaps in a school brochure or on the website or indeed simply as a historical document about the school. All such images will be stored securely.

Child protection and risk assessment

3. There may be a risk when individual pupils can be identified in photographs. For that reason the governing body of The Blue School have developed this policy for use by all those employed, and involved in the activities/events organised, by the school to help minimise risk.
4. The Headteacher, after consulting with parents and carers, will make a professional judgement on the photographing of pupils participating in certain activities which might present the possibility of greater risk (e.g. swimming, gymnastics, athletics, and other sports activities including timetabled Physical Education sessions/lessons etc).
5. In activities which present possible risk (as listed above), any photography must focus on the event, not on a particular child. In line with NSPCC guidance, **full face and body shots should be avoided in such circumstances** (e.g. if a photograph is taken of a pupil swimming it should be from the shoulders or waist upwards) Photographs of children actually *in* the water are acceptable.
6. Where it is suspected or reported that images of children have been used inappropriately, the Headteacher (or his nominated deputy) will inform the relevant child protection/safeguarding officers at the London Borough of Hounslow and / or the Police.

Data Protection Act 1998

7. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians.
8. The school will not display images of pupils or staff on any school managed websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.
9. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

Using images of our pupils on the school's website

10. Using photographs on the school's website should follow the same code of practice as set out above. However we are fully aware that placing images of children onto the school's website, and therefore the Internet, can present a clear risk of misuse by certain people outside the school's control.
11. Watermarking images *may* prevent the inappropriate downloading of images but this method is not foolproof. The fact is that anyone determined enough can break through any security system.
12. The Blue School's policy is to ensure that **all parents and carers are fully aware that the school may occasionally use images of children on the school's website** and that their consent is explicitly requested for the use of images on the Internet - this is in line with the Blue School's Internet Use Policy. (Please refer to **annexes A and B**).
13. Children's names will not be included in photographs of children published on the school's website.

Use of photographs in local/national newspapers and other non-school publications

14. All schools welcome positive publicity in local or national newspapers and magazines and most parents and carers are delighted to see a photograph of their child in the local press. Newspapers do have their own code of conduct, with strict guidelines, regarding the photographing and use of images of children.
15. The Press Complaints Commission Code of Practice states that:
 - Journalists must not interview or photograph a child under the age of 16 on any subject involving the welfare of the child or any other child in the absence or without the consent of a parent or other adult responsible for the child
 - Pupils must not be approached or photographed while at school without the permission of the school authorities
16. The issue over using a pupil's photograph in a newspaper with that child's name is of some concern. However, it is obvious that a photograph without a name or indeed without the name of the school is of little use to the newspaper and most parents and carers would much prefer the child's name to be included. Schools obviously benefit by having the name of the school linked to the pupil.
17. The Blue School will provide names of children to accompany photographs published in newspapers and magazines **only where the parent or guardian have provided their consent** (using the consent form at **Annex A**).
18. There is no breach of the Data Protection Act 1998 in passing on a child's name to a recognised journalist as long as formal parental consent has been secured.

Photographing or filming school events

Parents/carers

19. The Blue School's policy is to allow parents and carers to take still photographs but **not videos of school events.**
20. To assist parents/carers this policy includes some simple guidelines for those who wish to photograph school visits, activities and events (see **Annex B**)
21. Advice for parents/carers, regarding taking photographs during school visits, activities and events, from the NSPCC underpins the school's own policy – i.e.:
 - Unsupervised, one-to-one photographs of pupils are not to be permitted

Use of commercial photographers or film company

22. Where the school uses a commercial photographer or film company, the school will follow the NSPCC guidelines re: photographing children – i.e.:
 - Schools should provide a clear brief about what is considered appropriate in terms of content and behaviour when attending the school/event;
 - Schools should issue the photographer with identification which must be worn at all times whilst on the school's premises or attending an off-site school organised event;
 - Schools should let parents and children know that a commercial photographer will be in attendance at the school or a school-organised event and ensure they consent to both the taking and publication of any films and photographs of their children;
 - Schools should not allow unsupervised access to children or one-to-one photo sessions at home;
 - Schools should not approve / allow photo sessions outside the event or at a child's home.

Safeguards

23. (As per paragraph 6.) if parents/carers have any concerns about suspected or actual inappropriate or intrusive photography, or use of photographs or other images, of children, in connection with the school, they should report the matter to the Headteacher (or his nominated deputy), who will make a note of the incident in the same manner as when recording any issue of child protection.
24. Should photographs taken at a school event be used by film companies or on television without consent, parents and carers can make a complaint direct to the Office of Communications (Ofcom).

Consent

Parental/carer

25. The school will seek the formal consent of parents/carers regarding the use of photographs of children using the consent form attached at **Annex A** to this policy. The consent will include agreement on:
 - how and where the images will be used
 - the types of images to be taken and used
 - the period of consent (see below)
 - the storage and deletion/destroying of photographs or other images
26. We request that parents and carers agree, in the consent form, to the school taking and using images of pupils throughout their time at the school.

Staff and volunteers

27. Staff and (where appropriate) parent/carer and other volunteers at the school will also be asked for their consent for the use of their image at the start of employment / volunteering. Staff and volunteers who wish to subsequently withdraw to their consent can do so at any time by forwarding their withdrawal of consent in writing to the Headteacher.
28. Staff, working with the parents and carers concerned, will be responsible for ensuring that any photographs accidentally or otherwise taken of children and members of the school's staff, where consent has been withheld, or such is not in place, are not used.
29. Completed consent forms will be retained on file in the school office until the child, and staff/volunteer concerned leaves the school.

Equal Opportunities

30. Assuming consent has been given, we will ensure that any images displayed or published by the school will represent the broad range of pupils in our school.
31. Girls, boys, pupils from ethnic minority communities and young people with disabilities will be included in any in any photographs or other images of life at The Blue School.

Responsibilities and review

32. The Governing Body, working with the Headteacher, have the responsibility for ensuring that this policy is kept under regular review (at least annually) and communicated.

The Blue School

Photographing School Pupils: Consent Form

The Blue School occasionally takes photographs or videos of our pupils for a variety of reasons. In order to comply with the Data Protection Act 1998, we are required to seek the permission of parents and carers before we can take and use images of our pupils.

The types of photographs/images which we wish to take and use (*please tick as appropriate*)

- Individual/group photographs for classroom display in school
- General photographs of children working in classrooms or around the school
- Photographs/videos of school-organised events and productions (eg School Nativity/Play performances, Sports Day, Summer/Winter fayres, choir, sports matches, etc)
- School awards ceremonies (eg end of term services, assemblies etc)
- Photographs of external school-organised events and educational and/or social visits (eg sports events, class trips and visits, Road Safety, School Journey, Christmas pantomime trips, etc)
- Use of photographs on the school's website
- Use of photographs with child's full name for school press release/s

All photographs and other images of children will be taken and used in accordance with the policy which accompanies this consent form.

I give permission for the school to take and use images of my child as listed and indicated above, and in accordance with the school's Using Children's Photographs Policy (see reverse for details)

Signed: _____

Date: _____

Name(s) of Child: _____

Using photographs of children for school purposes: Conditions of use

- this consent form is valid for the duration of the child's time at The Blue School
- photographs not on display in the school or in school-related publications (e.g. Headteachers reports, school brochures, school historical records etc) will be kept in a secure place in school, usually the office
- we will only include a child's **full name** with photographs for press release **with** your permission
- normally we will not use a child's **full name** when using that child's photograph in school documents or for school displays
- we may use group photographs for very general purposes such as displaying an image/photograph of a charity or educational event or of a typical art lesson or Literacy session etc
- we will only use images of pupils who are **suitably dressed** in order to reduce the risk of those images being used inappropriately by others

Guidance principles re: the use of photographs taken by parents and visitors of children involved in Blue School activities (on or off school premises)

The school suggests three principles that parents/carers should follow if/when posting photographs on their own social-media sites (eg. via Twitter, Facebook and other social media websites/pages, or on personal sites like Flickr or smugmug etc.) that involve Blue School children:

1. **Never** post a photograph of a child without the consent of their parent/carer. This is not simply about politeness, but in some cases, family safety.
2. We would strongly advise against naming children (even your own) on social-media web- sites/pages.
3. **Consider** using alternative photo hosting sites that allow for password-protected galleries to share amongst specific groups of people that you can control the membership of.

In general, a good principle to bear in mind is that posting a photo online (unless in a password protected and safe site) is the equivalent of putting up a public poster in the street – the internet is a much more public place than most of us realise.

Thank you for your support in this matter

Rev Richard Frank
Governor with responsibility for Child Safeguarding and IT

The Blue School

Photographing School Staff : Consent Form

The Blue School occasionally takes photographs or videos of our pupils for a variety of reasons. In order to comply with the Data Protection Act 1998, we are required to seek the permission of parents / carers / staff before we can take and use images of our pupils and staff.

The types of photographs/images which we wish to take and use (*please tick as appropriate*)

- Individual/group photographs for classroom display in school
- General photographs of children/ Staff working in classrooms or around the school
- Photographs/videos of school-organised events and productions (eg School Nativity/Play performances, Sports Day, Summer/Winter fayres, choir, sports matches, etc)
- School awards ceremonies (eg end of term services, assemblies etc)
- Photographs of external school-organised events and educational and/or social visits (eg sports events, class trips and visits, Road Safety, School Journey, Christmas pantomime trips, etc)
- Use of photographs on the school's website
- Use of photographs with staff/child's full name for school press release/s

All photographs and other images of children will be taken and used in accordance with the policy which accompanies this consent form.

You may opt out at anytime, by putting the request in writing to D Sayer.

I give permission for the school to take and use images of myself as listed and indicated above, and in accordance with the school's Using Children's Photographs Policy (see reverse for details)

Signed: _____

Date: _____

Print Name: _____