



Callow End CE Primary School Safe and Appropriate Use of Images Policy

The use of images of children and young people has become more of an issue over recent years with concerns over members of the public misusing the images themselves or gaining access to the children and young people through pictures. The issue has been further complicated with the advancement of mobile phone and internet technology.

It is important that schools take practical steps to ensure that pictures and images of children taken, not only by members of the press, but also by parents and carers, are done so in such a way that reflects the protective ethos of our school.

The intention of this policy is to set out clear guidelines which 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.

The policy sets out to ensure that:

- Photographs are only used for the purpose intended
- The school's use of photographs is facilitated
- Personal family photography is allowed where possible
- Individual rights are respected and child protection issues are considered
- Parents/carers and children are given the right to opt out

A common sense approach to the use of cameras (including those on mobile phones or tablets) by parents and carers at school events.

There will be occasions during the school year where parents and carers will wish to take photographs or make a video recording of their child/children taking part in a school activity. These activities will include school assemblies, school performances, sports days, school outings and educational visits

In order for us to ensure, that as far as possible, parents and carers use of photography is safe, the following measures will be taken:

- Parents and carers should sign the consent form to give permission for photographs to be taken of their child/children while in school or involved in school activities
- In order to ensure all parents and carers are aware of their responsibilities in this matter parents and carers will also be asked to sign to indicate that any images they take of school activities will not be used inappropriately
- Images taken by parents/carers are for personal use only.
- Images including children other than their own must not be sold or put on the internet. Images of children will never be used to cause offence or harm.
- Parents and carers will only be allowed to take photographs and videos in designated areas. For example in the hall where the assembly of school performance is taking place and not in classrooms
- Parents with video cameras are encouraged to sit towards the back of the room to prevent obscuring the view of others

- There may be occasions when filming of performances will not be allowed because of licensing restrictions. Where this is the case, a school video recording will be made and parents and carers given the option to purchase a copy.
- 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 basis and parents will inform the school in writing if they no longer wish images of their child to be used for any reason. Parents will be made aware that once images are in circulation or have been published, it may not be possible to remove them, although every effort will be made to ensure that they are not used in future publications.

School Photography

Photographic and/or video images taken by staff may be used for curricular and/or extra-curricular activities; displays; on the school website; in the school 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 once the activity is concluded.
- They will always use school equipment for taking images,
- They never record 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 when changing for PE or a performance
- They will report any concerns about inappropriate or intrusive photographs found to the DSL following the school's safeguarding procedures.
- They have parental permission to take; store and/or display the images.

The use of cameras and video recordings by children

From time to time children may be given the opportunity to use school 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 school for the purpose of taking photographs and/or video footage. This includes the use of personal smartphones. The only exception to this is on a school trip or visit where children may be allowed to take photos for their own personal use.

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

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

Publicity

Press

On occasions, the media are asked to cover school events or to highlight children's successes. This is an important part of celebrating achievements and informing the public of educational initiatives. The media operate their own Code of Practice. When possible, parents will be informed by the school in advance if their children are likely to appear in the press. Local newspaper titles may share their images with other titles within the same syndicate. Any children whose parents have withheld permission, will not be photographed by the media.

School Publicity

Photographs of children's activities and achievements may be published on the school newsletter or prospectus and posted on the school's website. Surnames of children will not be attached to the 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 taken annually. 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 guidance links to the school's Data Security Policy, E-Safety Policy, Acceptable Use Policy, Safeguarding Children Policy and to the LA guidance 'Schools System and Data Security'.

This policy has been produced following guidance from Worcestershire County Council.

Author/Compiled by	Sue Parker
Date compiled	November 2009
Date ratified	November 2009
Reviewed	November 2011
Reviewed date	November 2012
Reviewed date	November 2013
Reviewed date	November 2014
Reviewed date	November 2015
Revised (by S. Wilkinson) and reviewed	November 2016
Review Date	November 2017

Consent Form For Photography and Images of Children

Dear Parent or Carer

During your child's life at Callow End CE Primary School we may wish to take photographs of activities in which he or she is involved. The photographs may be used in school (for displays, assessment, our prospectus and web-site), by the Local Authority or by local newspapers.

Photography or filming will only take place with the permission of the head teacher, and under appropriate supervision. When filming or photography is carried out by the news media, children will not be named and home addresses will never be given out. Images that might cause embarrassment or distress will not be used.

Before taking any photographs of your child, we need your permission. Please **answer the questions below, sign and date the form and return it to school**. You can ask to see images of your child held by school. You may withdraw your consent at any time.

If you wish to attend school functions and take photographs of your and other people's children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events. Please be aware that photographs of children other than your own must not be sold or posted on the internet. More information is available in the Guidance leaflet for parents and carers. Thank you.

Name of Child (Block Capitals)		
Child's Date of Birth		
Name of person responsible for the child		
<p>I understand that:</p> <ul style="list-style-type: none"> • the local media may take images of activities that show the establishment and children in a positive light e.g. Reception Year pictures of new starters, drama and musical performances, special events; • photographers acting on behalf of the school or Worcestershire LA may take images for use in displays, in publications or on our website; • embarrassing or distressing images will not be used; • the images will not be associated with distressing or sensitive issues; and • the school will regularly review and delete unwanted material. 		
Having read the above statement, do you give your consent for photographs and other images to be taken and used? (please tick the appropriate box)	<input type="checkbox"/>	YES , I give my consent for pictures to be taken and used
	<input type="checkbox"/>	NO , I do not give my permission for pictures to be taken and used
In addition, I confirm that any photographic or video images I as a parent or carer might take at school events will not be used inappropriately.		
Signature of person responsible for the child:		
Relationship to the child:		
Date (Date/Month/Year):		