

## BRAMCOTE HILLS PRIMARY SCHOOL

# Photograph and Images Policy

This policy covers the use of photographs, digital photographs, webcam, film and video recordings that show children taking part in the life of our school.

### Introduction

1. The school uses images of children in a number of ways to promote and celebrate the activities that take place in school. Images are used on display boards round the school, in albums available to parents and visitors, in children's work and records, on the school website [www.bramcotehills.org](http://www.bramcotehills.org) and in some school publications.

Digital films are used to illustrate activities to parents and visitors, record school events and for supporting teaching and learning. Occasionally, we invite photographers into school to take publicity photos for the school's use or for publication in newspapers. Similarly, we welcome TV coverage that celebrates activities in school and the achievements of the children.

2. The school believes that the responsible use of children's images in these ways can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements. As a result, the school does not impose strict limits or blanket bans on photography or filming but follows the guidelines set out in this policy.
3. The school only uses images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk. We hope that good practice and common sense will prevail so that children are protected appropriately but can also see themselves and their friends on display in school and in suitable publications.
4. Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and safeguarding issues.

### Data protection

5. We recognise that photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals in school publications without the consent of either the individual themselves or, in the case of pupils, their parent or carer.

**General consent** is requested through the completion of a section on the *Home Information Sheet*. This is completed as part of the school's admission procedures. General consent is sought for using children's images for the purposes outlined in paragraph 1 above.

**Specific consent** may be sought from parents for particular projects involving the taking of children's photographs. In seeking specific consent, we will ensure that parents are clear why we are using a child's image, what we are using it for and who might want to look at the pictures. Any specific consent form will make clear the period of time for which consent applies.

6. All images will be stored securely when not on display and used only by those who are authorised to do so. Images of children who have left the school will be kept for as long as they are relevant and be used for internal display purposes only. They will not be included in promotional material. Unused photographs will be destroyed or offered to the children concerned where appropriate.

### **Child protection**

7. We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
8. Individual pupils will not be named in conjunction with their image. We will never use an image of a child who we know is subject to a court order.
9. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the Head Teacher (as the school's child protection designated teacher), the LA, Social Services and/or the police as appropriate.

### **School Website**

10. We will adopt the same principles when publishing images on the Internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website and seek general parental permission for their child's un-named image to be used.
11. Images, and accompanying details, will only be used in line with government guidance.

### **Webcams and mobile phones**

12. The school recognises that webcams and mobile phones can be used to take images without people's knowledge. If any webcam is in use, the area will be signposted so that people know the webcam is there before they enter that area.

13. Misuse by children of mobile phones that can take and transmit images will be regarded as a breach of the school behaviour code and dealt with accordingly. Such phones will not be allowed in areas where children are changing and must not be used to take children's photographs in school without their knowledge and consent.

If there is a requirement in staff member's role to take photographs of children for school purposes this should be carried out using school equipment – cameras, i-pads, etc – and always in line with this policy. If the use of personal cameras is unavoidable, this should only be done with the knowledge of the line manager/head teacher and images uploaded to the school system and erased from the device as soon as possible.

### **External photographers and events**

14. If the school invites or permits an external commercial photographer to take photographs within school, we will:
- Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
  - Issue the photographer with a visitors' badge which must be worn at all times
  - Let children and parents know that a photographer will be in attendance at an event so that they can avoid having images taken if they wish.
  - Not allow unsupervised access to children or one-to-one photo sessions at events.

The same conditions will apply to filming or video recording of events.

15. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. Newspaper photographers may only take photos of children with permission from the school. If asked, the school will provide names and ages of children for publication in newspapers. No specific address and no other contact details will be supplied. The general consent requested on the Admission Form includes permission for newspaper photographs. However, wherever possible and practicable, we will inform parents before allowing journalists to take photographs of pupils. Parents may then request that their child not be included.

16. The school recognises that parents or other spectators may want to photograph or video at some school events – assemblies, productions, sports days, matches, etc. Parents will be instructed at such events to refrain from posting photos of other people's children on any social media website (eg Facebook, Flickr, etc). The school reserves the right to ask individuals to stop using a camera if they are not known to the school, if they become intrusive or if they appear to be invading children's privacy.

Similarly, children may take photographs on school visits. However, cameras will be confiscated if their use is deemed to contravene any aspect of this policy.

**Appendix 1  
General Consent Form – included on the Home Information Sheet**

We regularly use **photographs of children** to illustrate and celebrate activities in school. We use photographs on display boards, in scrapbooks, in children’s work, on the school website ([www.bramcotehills.org](http://www.bramcotehills.org)) and in some parent publications. We make video recordings and digital films at school events and in classes. We sometimes invite a photographer into school to take publicity photos for the school’s use or for publication in newspapers. We welcome appropriate TV coverage. We do not show names with pictures but we do provide names and ages to newspapers. Our full *Policy on the Use of Children’s Images* is available on request. It requires us to seek parental permission to take and store images of children.

I agree / do not agree (please delete) to the school taking and using my child’s image as outlined above.

Signed: ..... Date: .....

**Appendix 2  
Specific Consent Form – for use to seek consent for a particular set of photographs**

**BRAMCOTE HILLS PRIMARY SCHOOL**

**Photography Consent Form**

Dear parents

The school is seeking your permission to include your child in some specific promotional photographs. This is a requirement under the Data Protection Act 1984. The photos may be used for display in school, in a school publication, on the school’s website or in the local media.

Please be assured that

- Your child’s name will not be linked to their photograph  
However, if it is for use in a newspaper, we will provide your child’s name but your address will not be disclosed in detail.  
For example, it may say *John Smith from Bramcote*
- No e-mail address or phone number will be disclosed
- Photos will be stored safely, if not on display, and kept as long as they are relevant, and after that time, destroyed or archived.

If you require further information about this, please contact the school.  
A copy of the school’s *Policy for the Use of Children’s Images* is available on request.

**Please complete this form and return it to your child’s class teacher**

**Specific Event** .....**Date:**.....

I give permission for my child’s photograph to be used by Bramcote Hills Primary School for general use in school and by local newspapers if appropriate.

Child’s name: .....Current Class.....

Signed:.....Relationship to child.....

Date:.....