



Chaddlewood Primary School

Use of Photographic and Video Images of Children Policy - September 2023

AIM

Chaddlewood Primary School as part of the Westcountry Schools Trust agrees to comply with the requirements of the Data Protection Act 1998, GDPR and Human Rights Act 1998 when using and/or authorising the use of photographic and video images of children and will ensure that:

- I. where necessary, consent has been given prior to the taking and use of images on school premises, particularly where these show pupils,
- II. such images are used in a manner respectful of the eight Data Protection Principles and also of the rights conferred to individuals under these Acts.

CONSENT

The School will ensure that written permission is obtained from the parent or legal guardian for all children to be photographed (including video) during school events, such as nativity plays, assemblies, sports days and all other purposes which are not core to the school's educational role. This is because an image of a child is personal data for the purposes of the Data Protection Act 1998 and it is a requirement of the Act that consent is obtained.

Due to the number of occasions during a pupil's time at school that the School may wish to photograph or video the pupil, the School will seek the consent of parents or legal guardians when the pupil starts at the School. This includes all entry into the Early Years Foundation Stage and mid-year admissions. This policy and consent will cover the whole of the pupil's intended time at the School.

The School will at all times consider the need to revisit the consent in the event of a pupil's circumstances changing .

The consent of a parent or legal guardian will be obtained in writing.

The School will not use photographs or videos of children who are no longer pupils at the school, unless separate specific consent has been obtained to cover the intended use.

Should there be images of children in the School's possession for which consent has never been obtained, the school will not use the images without the specific consent of parents or legal guardians. The attached standard consent form will not be suitable for this purpose.

The School will ensure that images are only used in circumstances described on the consent form. Further consent will be obtained should the consent form not cover specific initiatives such as future school websites etc.

CONSIDERATIONS WHEN TAKING IMAGES OF CHILDREN

When considering the use of images of children, the School will ensure that:-

- I. Where the subject allows for such discretion, close up pictures of individual children will be avoided and instead general shots of classroom or group activities taken.
- II. Where possible only images of pupils in suitable dress will be taken.
- III. When a photograph or video image of a child is used, the child's name will not normally accompany the photograph/image in a caption or any accompanying text. (Please also see section entitled "Use of Images of Children by the Press").
- IV. When a child is named (for whatever, agreed reason), in any text which is published, in perhaps a school prospectus or on the School's website, a photograph/image of the child will not appear with the text.
- V. No details of home telephone numbers, e-mail or home addresses are given.
- VI. Where pupils/parents wish their name to be associated with an image (e.g. if the subject matter is such that it reflects well on them or their school) the School will seek additional parental/legal guardian permission for the child to be named.

USING PHOTOGRAPHS AND IMAGES OF CHILDREN SUPPLIED BY A THIRD PARTY

The School recognises that copyright exists in photographs/video images and this copyright generally rests with the photograph/video matter etc. Before using any image supplied by a third party, the School will ensure that it checks that the third party owns the copyright and permission is given in writing by the individual(s) to use the photograph/image.

A third party who provides such photographs/images will be asked to confirm in writing that they have the express consent of the parent/legal guardian to use the said photograph/image.

USE OF IMAGES OF CHILDREN BY THE PRESS

There may be occasions where the press take photographs at school of pupils. The press enjoy special rights under the Data Protection Act, which permit them to publish material for journalistic purposes.

Generally, parents and relatives take pride in "press cuttings" which picture and perhaps also name their children and for most, this outweighs any fears about this information being misused. This having been said, it has become apparent that some parents do object to the publication in the press of information about and images of their children. As a result the School

will ensure that the consent of parents is sought prior to giving the press access to children. The standard consent form attached to this policy document covers this area.

The manner in which the press use images is controlled through relevant industry codes of practice as well as the law. In this way a check is put on the potential improper use of images of children by the press. The school will ensure that it politely checks that broadcasters and press photographers who may be on the school premises are aware of the sensitivity involved in detailed captioning, one to one interviews, and close or sports photography.

The following are examples of the types of scenarios that can occur:

Team Photographs

- I. When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur.
- II. If a parent is not happy to have a child's name printed on a photograph then consideration will be given to publishing the photograph with no names. The Head Teacher will make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
- III. If parents of a child have indicated that the child is vulnerable and should not have a photograph printed then a team photograph will not be appropriate.

This might mean offering only those children whose parents are happy for publication of photographs and names for inclusion in any photo opportunities. If this is not possible – for instance because a specific group of children have achieved something, and parental permission re. The publication of full names is withheld for one or more of the group – the school will endeavour to negotiate a 'first names only' agreement with the newspaper. Should this not be possible the school will be prepared to forego newspaper publicity.

It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Newspapers will not print anonymous photographs. The school will give thought to this beforehand – and parental permission/opinion will be the key guidance.

Photo Opportunities

- I. When an establishment invites a newspaper to celebrate an event, the Head Teacher will make every effort IN ADVANCE to ensure that the newspaper's requirements can be met.

PARENTAL RIGHT TO TAKE PHOTOGRAPHS ETC.

Parents are not covered by the Data Protection Act 1998 if they are taking photographs or making a video recording for their own private use. The Act does not, therefore, stop parents from taking photographs or making video recordings at school events, such as nativity plays.

However, the School reserves the right to refuse parents this opportunity for health and safety reasons, such as the use of excessive flashlight, bulky or noisy equipment.

Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of a school event). Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film. Without this consent the Data Protection Act 1998 would be breached.

Parents/Carers are also reminded that for the safety security of all children, photographs and videos should not be shared online on social media sites such as Facebook unless you have the permission from the families of all concerned.

The School will make every effort to ensure that people with no connection to the School do not have any opportunity to film covertly. Staff have the authority to quiz anyone they do not recognise who is using a camera or video recorder at events and productions.

USE OF A PROFESSIONAL PHOTOGRAPHER

The School will ensure that any professional photographer engaged to record a school event is prepared to work according to the terms of this policy document and the following guidelines:

1. In the context of Data Protection legislation, the photographer will be considered as a "Data Processor" and any agreement with them will be in accordance with the Data Protection Act 1998.
2. Photographers will only be used if they guarantee to act appropriately to prevent unauthorised or unlawful processing and against accidental loss or destruction of, or damage to, the personal data including photographs.
3. Photographers will be asked to sign up to an agreement with the school which will include:
 - Compliance with the Data Protection Act 1998 (most professional photographers will be aware of these requirements).
 - That material may only be used for the School's own purposes and that permission has not been given to use the photographs for any other purpose.
 - That the photographer may not disclose the photographs to any other party unless specifically required to do so in order to fulfil the requirements under the contract or where written permission has been given by the school.
 - - The photographer will be responsible for keeping his own records as evidence that he has carried out the above.

NOMINATING A NON-PROFESSIONAL TO BE THE AUTHORISED PHOTOGRAPHER

Should the School nominate another individual, say a parent, staff member or governor, to be the photographer, it will be made clear that the images may not be used for anything other than the purpose indicated by the School. Where digital or similar photography is used, the School will require, wherever possible, the parent, staff member or governor to leave all images or

image holding equipment at the school premises and to subsequently process and/or develop final images on the school site. Such action will protect the parent, staff member or governor from future allegations of impropriety.

CHARGING FOR PHOTOGRAPHS/VIDEOS

Where a nominated photographer (professional or otherwise) is used, the proceeds from any sale of photographs or copies of videos will go to the school fund and images will be sold at cost price.

CLOSE CIRCUIT TELEVISION (CCTV)

Increasingly schools are installing such equipment for the following uses:

- As a method of controlling access.
- An aid to site management in monitoring incorrect parking, manoeuvring vehicles, delivery arrivals etc.
- Pupil behaviour issues/bullying. As a behavioural tool during breaks and lunch times it can be used to identify hot spots of inappropriate behaviour. It may also be used to monitor within the building, corridors and areas out of sight or not frequently trafficked by staff, for example in the vicinity of toilets.
- As an aid to members of staff with particular responsibility for behaviour management.
- To monitor personal safety for site supervisors, caretakers, cleaners etc.
- To monitor site safety and security.
- As an effective deterrent for crime.
- As a means of crime reduction and discouraging trespass.

At Chaddlewood Primary School, CCTV recording is used to enable us to monitor the school grounds and car park.

MOBILE PHONES

The use of personal mobile phones which contain cameras with photographic capabilities are not permitted to be used to record and photograph children. Each class teacher has access to a school camera which can be used to photograph and video children for educational purposes.



Use of Digital/Video Images

The use of digital/video images plays an important part in learning activities. Pupils and members of staff may use digital cameras to record evidence of activities in lessons and out of school. These images may then be used in presentations in subsequent lessons.

Images may also be used to celebrate success through their publication in newsletters, on the school website and on public media via Facebook or Twitter.

The school will comply with the Data Protection Act and request parents/carers permission before taking images of members of the school. We will also ensure that when images are published the young people can not be identified by the use of their names.

In accordance with guidance from the Information Commissioner's Office, parents/carers are welcome to take videos and digital images of their children at school events for their own personal use (as this is not covered by the Data Protection Act). To respect everyone's privacy and in some cases for protection, these images should not be published or made publicly available on social networking sites, nor should parents/carers comment on any activities involving other pupils in the digital/video images.

Parents/carers are requested to sign the permission form below to allow the school to take and use images of their children and for the parents/carers to agree to abide by the guidelines in their use of any images they may take.

Digital/Video Images Permission Form

Parent /Carer's Name

Pupil's Name/Class

As the parent/carer of the above pupil, I agree to the school taking and using digital/video images of my child. I understand that the images will only be used to support learning activities or in publicity that reasonably celebrates success and promotes the work of the school.

Yes/No

I agree that if I take digital or video images at, or of, school events which include images of children other than my own, I will abide by these guidelines in my use of these images.

Yes/No

Signed

Date