



St Mary's Hampton

Church of England Primary School

THE USE OF PHOTOGRAPHIC AND VIDEO IMAGES

Review Frequency: Three yearly
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Review Committee: Personnel and Pastoral
Agreed: Autumn 2021

Signed:

(Headteacher)

(Chair of Personnel & Pastoral)

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INTRODUCTION

There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, St Mary's Hampton is committed to safeguarding and promoting the welfare of all its children. We recognise that children may be vulnerable to abuse if their photographs are misused or fall into the wrong hands. Our school will therefore do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

Under the terms of the Data Protection Act 2018, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned

2 AIMS AND OBJECTIVES

Through the implementation of this policy we aim to:

- ensure that the achievements and activities of children in our school can be celebrated through photographs and visual records without in any way compromising their safety.
- comply fully with the requirements of the Data Protection Act 2018.

3 DAILY SAFEGUARDING PRACTICES

Photographs are taken using school cameras and school mobile phones. Personal mobiles are not permissible, unless images are immediately deleted once uploaded (eg. Onto the school Twitter account).

Staff and regular visitors are provided with a safe secure storage area for phones and bags. The lanyard badge which staff and visitors wear is regarded as a "badge of trust" – children therefore trust the actions staff and visitors undertake. Should a staff member or visitor need to use a mobile phone whilst on the school premises they are required to do this away from the teaching areas of the school. *Each staff member has completed a signed declaration.*

School trips: Visitors accompanying school trips are not permitted to use their mobile phones whilst supervising children. Staff members take their mobiles for emergency contacts only. Photographs are taken on school camera or are deleted once uploaded onto school social media sites. All staff and visitors are briefed about this in the safety briefing before a trip.

General events (eg: School assemblies) Parents will be aware of the Home-school expectations, agreeing not to share any pictures on social media. They may photograph their own child for their own use at these one-off events. The staff member leading the event will remind parents and visitors of the policy on such occasions.

4 PARENTAL PERMISSION

All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school. This form will be given to the parents or guardians of all children joining the school in each successive year. This consent will be sought when the child joins the school and completes the initial “data capture” form, and renewed each year within the Home school agreement. It allows the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, the school will make every reasonable endeavour for the children concerned to not have pictures taken of them.

All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. Children will not be photographed in swimming costume or in close-up. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

5 SCHOOL PERFORMANCES

The school seeks parental agreement to uphold this policy by ensuring that any photographs of children, other than their own, taken by family and friends are not published on any social networking sites or public places without the consent of the child’s/children’s parent/carer. This is incorporated within the Home school agreement.

The school may arrange for major school performances to be recorded and available on DVD. The same restrictions about social media will apply.

6 THE INTERNET

Only appropriate images will be used on the school website or school social media sites, and children will not be identified by their name or address.

7 MOBILE PHONES - CHILDREN

We will not allow children to bring mobile phones into school except in Year 6 if the child walks to and from school alone. Phones will be kept locked in the teacher's drawer throughout the day.

8 USE OF DIGITAL CAMERAS/CAMERA PHONES

There are many ways in which the use of digital images is valuable for children's learning. They may often use them themselves to record their work, for example, art work or geography or science fieldwork.

Images will be made only as appropriate for school-related activities.

Children will be taught how to take pictures, and may photograph each other engaged in a range of learning activities. However, we will discourage them from taking close-up pictures of each other, and they will be supervised by an adult when they have access to a digital camera.

As soon as images have been used for their intended purpose, they will be deleted. The school will not store digital images any longer than for their use in supporting pupils' learning during a particular piece of work.

No member of staff will keep photographs or videos of pupils on personal cameras or home computers.

9 MEDIA PUBLICATIONS

Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the netball team may have won a regional competition, or the school may have raised money for a charity whose representative wants to receive the donation in person. In this situation, where children's images might be made public, the school will inform parents and carers of the event in advance, and allow them to withdraw their child from the event if they so wish. Newspapers occasionally ask for the

names of the children to go in a caption alongside the photograph; first names only will be provided and parental consent sought. If the parents of any of those children withhold consent for their child's first name to appear in that caption, then the school will not permit the names of the children involved to be published.

10 MONITORING AND REVIEW

This policy will be monitored by the Governing Body and revised as appropriate every three years, or sooner if necessary. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the Headteacher.