



Great Bedwyn C. E. Primary School

Image Use Policy

Date of Last Review:	May 2017
Date to be Reviewed:	May 2019
Review Body:	Full Governing Body

Official use of Images/Videos of Children by the School/Setting

Scope and aims of the policy

- This policy seeks to ensure that images and videos taken within and by Great Bedwyn are taken and held legally and the required thought is given to safeguarding all members of the school community.
- This policy applies to all staff including: the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- This policy must be read in conjunction with other relevant school policies including safeguarding and child protection, anti-bullying, behaviour, data security, Acceptable Use Policies and confidentiality.
- This policy applies to all images (including still and video content) taken by the school/setting.
- All images taken by the school/setting will be used in a manner respectful of the eight Data Protection Principles (Data Protection Act 1998). This means that images will be:
 - fairly and lawfully processed
 - processed for limited, specifically stated purposes only
 - used in a way that is adequate, relevant and not excessive
 - accurate and up to date
 - kept on file for no longer than is necessary
 - processed in line with an individual's legal rights
 - kept securely
 - adequately protected if transferred to other countries
- **The leadership team is responsible** for ensuring the acceptable, safe use and storage of all camera technology and images within the setting/school. This includes the management, implementation, monitoring and review of the School Image Use Policy.

Parental Consent

- Written permission from parents or carers will always be obtained before images/videos of children are taken, used or published by the school/setting (through the parental permission form)
- Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from parents will be kept by the setting where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.
- Parental permission for image use will be sought on admission.
- A record of all consent details will be kept securely on file.

Safety of Images and Videos

- All images taken and processed by or on behalf of the school will take place using school provided equipment and devices (if personal devices are used, images will be deleted at the first possible occasion).
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- Images will not be kept for longer than is to be considered necessary.

- All efforts will be made to keep images on site. Should images need to be removed from the site, the device used will be encrypted through password or BitLocker.
- Only official setting owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras is advised against, and if used, images should be removed and deleted before they leave the site.
- The school/setting will ensure that images are always held in accordance with the Data Protection Act 1998 and suitable child protection requirements (if necessary) are in place.

Publication and sharing of images and videos

- Images or videos that include children will be selected carefully for use.
- Children's full names will not be used on the website or other publication (e.g. newsletters, social media channels) in association with photographs or videos.
- The school/setting will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

Use of Images/Videos of Children by Others

Use of Photos/Videos by Parents/Carers

- Parents/carers are permitted to take photographs or video footage of events for private use only.
- Parents/carers are asked not to post images (photos and videos) of pupils other than their own on social media sites unless they have the permission of parents of the other children pictured.
- At public events the school will display: 'We hope that you enjoy this event. Please be considerate of others when taking photographs. You are politely reminded that you should not post images on social media sites of pupils other than your own, unless you have permission from the parents of the other children pictured. Thank you for your support and understanding.'

Use of Photos/Videos by Children

- The setting will discuss and agree acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera (e.g. unsupervised areas, toilets etc.).
- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the school/settings mobile phone and/or online safety policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Photos taken by children for official use will be carefully controlled and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

Use of Images of Children by the Media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met.

- An accepted amount of personal information (e.g. first names only) may be published along with images.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.

Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms as set out in the Online Safety policy.
- Photographers will not have unsupervised access to children and young people.