

PENNTHORPE SCHOOL

USE OF CHILDREN'S IMAGES POLICY

THIS POLICY INCLUDES THE EARLY YEARS FOUNDATION STAGE



ISI Code:	Use of Children's Images Policy
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INTRODUCTION:

The word 'images' is used here to include photographs, digital photographs, webcam, film and video recordings.

The Governors and staff at Pennthorpe School believe that the responsible use of children's images 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.

We only use images that the Head and Senior Leadership Team (SLT) 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.

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 child protection issues. (See Safeguarding Policy).

DATA PROTECTION:

Members of staff taking photos of pupils participating in any school activity must use a school camera or iPad, not their own personal equipment. All images must be downloaded and stored at school:

UNDER NO CIRCUMSTANCES SHOULD THEY BE TAKEN HOME.

Photographs and video images of pupils and staff, where an individual may be identified, will constitute "personal data" under the definitions of Data Protection Act 1998 or General Data Protection Regulations (GDPR). Certain uses of images are necessary for the ordinary running of the school, other uses are in the legitimate interests of the school and its community and unlikely to cause any negative impact on children. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objection raised.

Parents who accept a place for their child at the school are invited to indicate to agree to the school using images of them as set out in this policy, via the form sent out with the welcome pack after a place has been accepted and confirmed. However, parents should be aware of the fact that certain uses of their child's image may be necessary or unavoidable (for example if they are included incidentally on CCTV).

We hope that parents feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting and academic, to promote the work of the school, and for important administrative purposes such as identification and security.

Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact Matron via email. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

CHILD PROTECTION:

We use images of children in suitable dress. The Head and SLT decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the Head in the first instance or the school's Designated Safeguarding Lead (DSL).

Individual pupils will not be named in conjunction with their image, unless parental permission is given, and we will never use an image of a child who is subject to a court order. Parental consent is sought upon Registration at Penntorpe School and reviewed annually.

Permission to photograph the children is sought from parents and an explanation as to how and where the photos will be used. See 'Welcome to the Early Years' booklet, 'Agreed guidelines for accessing and using Tapestry, Online Learning Journeys' (Tapestry Parent Agreement Letter) and the Safeguarding Policy.

Parents are specifically requested not to upload photos from Tapestry onto any social Media sites (see also Agreed guidelines for accessing and using Tapestry in the Tapestry Parent Agreement Letter).

WEBSITES:

Penntorpe adopts the same principles as outlined above 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 therefore give specific consideration to the suitability of images for use on the school's website.

Images, and accompanying details, are used in line with government guidance as outlined on the Department for Children, Schools and Family Superhighway Safety website (<http://safety.ngfl.gov.uk/schools/>).

MOBILE PHONES AND WEBCAMS:

Mobile phones and personally-owned mobile devices may not be used during lessons or formal school time. They should be switched off (or silent) at all times. The Bluetooth functionality of a mobile device should be switched off at all times and may not be used to send images or files to other mobile devices.

Staff working in the Early Years Foundation Stage are required to place their mobile devices in a cupboard or other storage area away from the direct working area with the children.

Mobile phones and personal mobile devices are not permitted to be used in certain areas within the school site such as changing rooms, personal care areas and toilets including the EYFS classrooms.

Mobile phones and personally-owned mobile devices brought in to school are the responsibility of the device owner. Pennthorpe accepts no responsibility for the loss, theft or damage of personally-owned mobile phones or mobile devices.

Photographs/stills or video footage of pupils/students should only be taken using school equipment for purposes authorised by the school and should be stored securely and only on school equipment. Personal mobile devices may not be used for this purpose.

Mobile devices are not to be used on school trips or at matches unless to make emergency phone calls for example in event of an injury or known lateness of return to school.

Misuse is regarded as a breach of school discipline and will be dealt with accordingly.

CHILDREN PHOTOGRAPHING CHILDREN:

Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities.

Children are not permitted to bring their mobile devices or cameras into school.

USE OF CAMERAS AND RECORDING EQUIPMENT BY PARENTS AND GUARDIANS:

The use of cameras and video recordings at all Pennthorpe school events is permitted.

Parents are welcome to take photographs and video recordings of their own children taking part in sporting and outdoor events. When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their cameras and recording devices with consideration and courtesy for the comfort of others.

The school asks parents not to take photographs of other pupils on their own without the prior agreement of that child's parents or to share these images online i.e. Social Media.

The school also asks parents not to take photographs of their child or his/her fellow pupils in the swimming pool or changing rooms.

Flash photography can disturb others in the audience or even cause distress for those with medical conditions; we therefore ask that no flash photography be used at indoor events.

Parents are also reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts. The school will always notify parents where issues of copyright apply.

Pennthorpe sometimes records play and concerts professionally (not just those where copyright applies). Copies of the DVDs and CDs are available for parents to purchase.

Visitors to the school are not permitted to take photographs without permission from the Headmistress.

Parents have the option, should they object, to remove their children from the event should they so wish.

EXTERNAL PHOTOGRAPHERS AND MEDIA COVERAGE:

If the school invites or permits an external photographer to take photographs within school, we:

- Provide a clear brief for the photographer about what is considered appropriate in terms of content and behavior.
- Issue the photographer with identification, which must be worn at all times.
- Let children and parents know that a photographer is in attendance at an event and ensure they consent to both the taking and publication of films or photographs.
- Not allow unsupervised access to children or one-to-one photo sessions at events.
- The same conditions apply to filming or video-recording of events.

Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we secure parental permission before allowing journalists to take photographs of pupils.