

	<h2>South Bersted CE Primary Use of Images</h2>
Web and/or Internal	Web & Internal
This policy should be reviewed every	Every three years
Policy approved by Governors	Autumn 2022
Date of Review	Autumn 2025
Member of staff responsible	Headteacher
Policy created by	Headteacher
Signed by Chair of Governors and/or Headteacher	

At the centre of the South Bersted’s vision is the aim of a creative, child centred curriculum. Taking photographs and video images of children’s achievements and activities is a wonderful way of capturing these moments and promoting successes. This policy document explains, in detail, the school’s requirement to obtain parental permission, while taking such images and the safeguards in place to ensure anonymity in their usage. South Bersted CE Primary School is committed to safeguarding and promoting the welfare of all children and young people and expects all staff and volunteers to observe this commitment

Typical Uses of Photographs/Videos at South Bersted CE Primary School:

- For assessment purposes,
- Learning skills and feedback,
- Performing arts including dance and movement, concerts, drama performances, community events, assemblies,
- Sports days and sports fixtures,
- Media including newspapers and television.
- Displays in the school of children’s activities,
- Staff training and professional development activities,
- Site security/CCTV,
- School Newsletter and Curriculum News,
- Publicity through the school website and social media page.

When using images, the school will ensure that:

- The school will only take and use images that are appropriate and are considered to not be open to misuse.
- If an image of a child is used, the child's full name **will not** be published. If a name is published, **no image will be used** without specific consent.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children will be given the option to not have their image used if they are the sole focus of the picture.
- Children and parents should be encouraged to recognise the value of group photographs or recordings of school events.
- Images will be kept securely and held by the school.
- Images of children from the school will not be used to illustrate controversial subjects.
- Staff are only permitted to use school equipment for photography/video recording only (no use of personal devices),
- Names given to electronic images of children do not identify the child e.g. not Mary Jones.jpg,
- Concerns relating to any inappropriate or intrusive photography are reported to the headteacher.
- Any inappropriate behaviour or language is challenged and a duty of care is maintained.
- No images of the children will be used on social networking sites without prior consent.
- Images are used only for their intended purposes.

School Website and Social Media Safeguarding

Any material published to the School website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent/carer has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school, children or staff involved. Photos & videos intended for the school website should be taken either by member of staff, or another person (typically a governor or volunteer) authorised by the headteacher.
4. No image of a child subject to a court order, or a vulnerable child, will be used.
5. Avoid images that only show a single child with no surrounding context of what they are learning or doing,
6. Do not use images that are likely to cause distress, upset or embarrassment.

Photography of children by parents

Parents, carers and family members are invited into South Bersted CE Primary School for assemblies, performances, sports days and community events. Parents are not covered by the General Data Protection Regulation if they are taking photographs or making a video recording of their own child for private use. Parents at South Bersted CE Primary School **are**

therefore permitted to take photographs or make video recordings of their own child at school events, such as: Concerts, Sports Day, Assemblies and PTA led events in school.

Parents **are not permitted**, however, to take photographs or to make a video recording for anything other than their own personal use. The General Data Protection Regulation, 2018, considers an image of a child to be personal data and does not permit such photos or videos to be sold, put on public display or to be put on the internet. (Recording or photography other than for private use would require the consent of all the other parents whose children may be included in the images). Without this consent the General Data Protection Regulation would be breached.

For Health and Safety reasons, parents and family will be asked to remain in their seat when attending assemblies and school performances. This ensures that children are kept safe, the performance is not disrupted and children and staff are not distracted. We also ask that parents do not use flashlight, bulky or noisy equipment.

Photography of Staff

Photographs and video images of staff are classed as personal data under the terms of the General Data Protection Regulation. Therefore, using such images will require the consent of the staff member concerned. Parents are not permitted to photograph/film members of staff at South Bersted CE Primary School without consent.

Mobile Phones and SMART Watches

Staff use of mobile phones is not permitted for photography.

Children's mobile phones are to be handed into the class teacher at the beginning of the school day and to be collected by the child at the end of the school day. SMART watches with a camera are not to be worn at school.

Parental Consent

On admission to the school, parents/carers will be asked to sign a photography consent form in relation to their child being photographed at school or during school events. Parents will also be asked to give consent for use of these images within school displays, newsletters and on the School Website. Responses to these forms are collated and all staff are made aware of the results. If parents withhold consent for certain aspects of photography in relation to their child, this must be respected.

Where children are 'Looked After' schools must check consent on the corporate parent's behalf with the social worker and there may be other situations, (in adoption placements or following a resettlement from domestic violence for example), where a child's security is known by the class teacher to be at stake, indicating the need for extra care. Families retain the right to withdraw consent at any stage, but they need to do so in writing.

The storage and retention of photography

Any digital images taken will be securely stored on the school network. All digital devices will be cleared of images on an annual basis. Any digital photography stored on the school network will be saved until the cohort of children leave school (at the end of Year 6). Where visual images however form part of the historical records of the school these may be retained for an indefinite period of time. Printed photography must be maintained securely for authorised school use only and disposed of either by return to the child, families, or shredding as appropriate.

CCTV:

The school uses CCTV in some areas of school property as a security measure. Cameras will only be used in appropriate areas and there will be/is clear signage indicating where it is in operation.

Children photographing one another

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

Camera phones are less visible and can be used to bully or take inappropriate images. It is school policy not to allow pupils to hold camera phones on site during the school day. All phones are to be signed into the office on entry to the site and collected at the end of the school day. If it is found that cameras or camera phones have been misused, the school will follow its usual disciplinary procedures.

Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.