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*Inspiring Everyone to Learn*

## **The Hermitage School Visual Images Policy**

Person Responsible:	Behaviour & Welfare Leader
Date Adopted:	Summer Term 2015
Date of last review:	Autumn Term 2021
Date of next review:	Autumn Term 2023

### **Rationale**

There are many occasions when it is appropriate to make use of photographs and video images that include children. Our school will do all it can to ensure that images are only used appropriately, 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, 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 unless consent is given by or on behalf of the individual concerned.

Images may be used for a range of purposes including: teaching and learning, promotional materials and administration and management.

### **Parental Permission**

All parents/carers will be asked to sign a consent form allowing their child to be photographed or videoed (professionally or by staff) while taking part in school activities, and for the image to be used in school publications, on the school website, on the school's social media platforms or in press releases. This form will be given to the parents/carers of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc. Where consent is not given, then the school will not use these photographs as indicated on the consent form by the parent/carer.

All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

### **School Use of Photographs and Videos**

Our school policy is to broadly follow the Department for Education and Skills (DfES) advice: "If the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil." So we will not use children's full names alongside their photographs in the school's own printed publications, in video films, on social media or on our website. However, pupils' first names and surname initial may be used, and their full names may be given in group situations where they cannot be linked to individuals in the photograph.

## **Media Publications**

Sometimes local or national media visit the school to follow up a news story. The school will allow newspapers to take photographs of children, when appropriate, provided that parental consent has been given. Some newspapers insist that children's names must be published with their photographs. If not, they may decline to cover school events. Therefore, we will normally give the children's full names (but not addresses) to newspapers. It is important that parents are aware of this when giving consent for images to be used.

Although it is fairly rare for television companies to visit the school, the consent given for newspaper photographs and videos will also apply to television images. However, children's names are normally not given on television and the school would seek specific permission from parents/carers if a child's name were to be used.

Where it is known that the media will be present at an event outside the school which our pupils are taking part in, the school will inform parents in advance, and allow them to withdraw their child from the event if they so wish.

## **School Performances**

The school will allow parents/carers to take video and photographic recordings of school performances, sports events, etc, with the understanding that these images should only be taken if they include their own child and that the use of these images is for their own personal use and must not be uploaded for any internet use including Facebook or any other social networking sites or used in any form of publication unless they are solely of their own child.

The school recognises that children may inadvertently be included in photographs by another parent; the school, therefore, is obliged to warn parents of the legal and safeguarding risks of publishing such photographs on any platform. The placing of any photographs of children on social media is dangerous and parents may be in breach of the Data Protection Act if they upload photos of other children without the explicit consent of that child's parents.

The school will observe the way in which video recordings are made and photographs taken during performances etc, and reserves the right to withdraw permission to anyone if it is felt that the images being made are inappropriate in any way.

## **Mobile phones**

The use of mobile phones for recording images is restricted within the school and on school trips. Please see the school's Mobile Phone Policy for guidance.

## **Use of digital cameras, ipads, and other digital equipment by pupils**

There are many ways in which the use of digital images is valuable for children's learning. This could include the use of digital images in 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 using school equipment, appropriate to the learning, and they will be supervised by an adult when they have access to digital equipment.

In certain circumstances, pupils may be allowed to take personal cameras on school trips. Pupils are not allowed to carry cameras on trips unless permission has been given by the school in the information letter sent to parents/carers specific to the trip. Pupils will be reminded that any images or videos they take are for personal use only and must not be uploaded for any internet use including Facebook or any other social networking sites. The school will observe the way in which photographs are taken or video recordings are made, and reserves the right to withdraw permission to any pupil if it is felt that the images being made are inappropriate in any way. In these circumstances the camera may be confiscated and the parent/carer asked to collect it from the party leader at the end of the trip.

Pupils are not allowed to carry mobile phones to use as a camera under any circumstances.

## **Official School Photographs**

The school will periodically invite an official photographer into school to take portraits/photographs of individual children and/or class groups which will be made available for parents to purchase. The school will always check the terms of validity of the photographer/agency involved and ensure the appropriate checks/vetting have been undertaken. During such visits the school will provide appropriate supervision to safeguard the welfare of the children.

## **Ownership of Images and Footage**

Any images collected by employed staff during school time and events are 'owned' by the school and it remains the school's responsibility to store or delete the images securely once they have been used and never to pass on images to a third party. No rights to images can be claimed by outside agencies or the representatives of individuals. The school reserves the right to not allow images of the school and its community to be used for any purpose beyond education of the pupils, regardless of parental consent, if there are overriding reasons. External groups must apply in writing to the Executive Headteacher for use of images belonging to the school. Parents/carers may be given the opportunity to purchase copies of images stored by the school, provided their own child is in the image.

Employees of the school may temporarily store school related images on the encrypted memory sticks or other electronic devices that are owned by the school only as part of their work for the school, provided that the images are not altered or transferred in any way that may make any individual become vulnerable. Employees must delete school related images from these devices once the task is completed.

Under no circumstances may employees use their own electronic devices to record images of pupils or transfer any images to their own electronic devices.