



## **POLICY FOR PHOTOGRAPHIC AND VIDEO IMAGE USAGE**

### **Philosophy**

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, our school will 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.

Under the terms of the Data Protection Act 1998 and General Data Protection Regulations 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.

### **Aim**

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.

This policy has obvious links with our Data Protection policy and with the wider safeguarding suite of policies.

### **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 activities, and for the image to be used within the school. The consent form will be given to the parents or guardians of all children starting school. After consent is given, parents have the right to withdraw consent in writing. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

Consent will allow the school to take images of pupils engaged in educational activities such as sports events, drama productions, field trips, etc. and to use these pictures. Consent will be sought for the use in school, school website, newspaper, photography company – Academy, You Tube, Twitter and Facebook. 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. Please see Retention Policy for timescales of storing images.

### **School performances, visits and events**

We will allow video and photographic recordings of all school performances and visits as long as the parents or guardians of the children involved have given their consent.

The school will observe the way in which video recordings are made, and photographs taken, during performances.

School will display Images and Videos notices around school to guide visitors in the appropriate use of taking photographs. See Appendix A.

### **The Internet**

Photographs of the children are used on the school website. Only appropriate images will be used on the school Internet site, and children will not be identified by their name or address on the school website.

### **Mobile phones**

We do not allow children to bring mobile phones into school. Adults may bring mobile phones, but must not use them to take pictures of children. Staff will not take photographs on their personal mobile phones in order to further protect personal data. Please see Acceptable Use Policy.

### **Use of cameras, iPad and iTouch devices**

There are many ways in which the use of digital images is valuable for children's learning. Images will be made only as appropriate for school-related activities. In Early Years staff will use iTouch devices to record learning through play, securely storing evidence of learning, this software is GDPR compliant certified. Throughout the school staff will use their school iPad to record learning. If children are using staff ipads then this will be under supervision.

School SD cards, cameras, iPad and iTouch will be locked away in a secure place in school and accessed only by staff and for the purposes of enhancing curriculum opportunities and learning. For cameras and SD cards as soon as the images have been used for their intended purpose, they will be deleted from the camera/SD card. Images and videos may be stored on teacher iPad or laptops that have a passcode/word to access.

### **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. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

### **Monitoring**

This policy will be monitored by the Headteacher and the school Data Protection Officer and report its effectiveness to the Governing body on an annual basis. Data Protection audits will be carried out periodically to monitor the safe and secure storage and usage of personal data. Please see to Data Protection Policy.

**Policy written by: E.K. Newman**  
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