



SAFE USE OF CHILDREN'S PHOTOGRAPHS POLICY

Review Date: September 2019

Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

At Monkshouse School every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs.

This policy applies to the use of photographs in school publicity materials, on its website and in the press.

This policy reflects the consensus of opinion of the staff and governing body of Monkshouse Primary. Its implementation is the responsibility of all staff. Parents and visitors will be made aware of this policy.

Child Protection

There may be a risk when individual pupils can be identified in photographs. For that reason the governing body of Monkshouse Primary School have developed this policy to make every effort to minimise risk.

In the event of the inappropriate use of children's photographs the Headteacher will inform the local Child Protection Officer and Social Services and / or the Police.

Data Protection Act 1998

Under the terms of the Data Protection Act 1998 images of pupils (or staff) must not be displayed in a public place without consent.

This includes publications such as the school prospectus, website or areas in the school where visitors have access.

Parental Consent

On admission of a pupil to the school parents/carers will be asked to sign a consent form for photographs (Appendix 1) which clearly outlines the content of this policy, in particular:

- How and when photographs will be used
- The period of consent

- The storage of photographs

Appropriate Use of Images in School Publicity Materials

The staff and governors of Monkshouse School will:

- Secure parental consent for the use of children's photographs
- Ensure that children are appropriately dressed
- Not use an image of any child who is subject to a court order
- Ensure that images are stored securely and used only by those authorised to do so
- Ensure that electronic images are stored on a secure network to which members of the public have no access;

School Website

The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. However, the staff and governors of Monkshouse School are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the misuse of the Internet by certain people. The governors will seek the consent of parents regarding the use of images on the Internet. Children's names will not be included in photographs of children published on the school website.

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines; issued by the Press Complaints Commission's Code of Practice states that:

There is no breach of the Data Protection Act 1998 in passing on a child's name to a journalist as long as parental consent has been secured.

Monkshouse School will provide names of children to accompany photographs published in newspapers and magazines only where the parent or guardian have provided their consent.

Video and Filming

We recognise that parents/carers and family members wish to record events such as school plays, sports days etc. to celebrate their child's achievement. It is important however, that such records remain private and for their own personal use. Parents/carers are informed that they should not share images of other children on Social Media sites.

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Headteacher who would report them in the same manner as any other child protection concern.

Camera Phones in Schools

Concerns have been expressed about the risks posed directly and indirectly to children through the use of camera phones on school premises.

In order to minimise risk at Monkshouse School:

- Staff will only use mobile phones in office areas, the staff room or areas away from the children while school is in session

- Visitors will be advised of the ban on the use of camera phones in school
- Children who bring a mobile phone on to the school premises hand it in at the beginning of the school day and collect it at the end of the school day

Commercial and External Photographers

Commercial and External photographers are invited into school on a routine basis to take official photographs of the children. These can often be purchased by parents/carers or family members.

Such photographers will:

- Be given a clear brief about what is considered appropriate in terms of content and behaviour
- Wear identification at all times
- Never have unsupervised access to children or one-to-one photo sessions at events
- Never solicit photo sessions outside the event or at a pupil's home

Complaints Procedures

Parents should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission.

Monitoring and Review

This policy will be regularly reviewed by the Governing Body and will be updated in line with the school's policy schedule.

Signed _____ Chair of Governors Date:

_____ Headteacher Date:

CONDITIONS OF USE

1. This form is valid for the period of time your child attends this school. Your consent will automatically expire after this time.
2. The school will not re-use any photographs or recording after your child leaves this school without further consent being sought.
3. The school will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on our website, in the school prospectus or in any of our other printed publications.
4. The school will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
5. If we use photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption.
6. If we use the full name of a pupil in text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
8. We will only use images of pupils who are suitably dressed.
9. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Notes on Use of Images by the Media

If you give permission for a child's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story.
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs).
- It is possible that the newspaper will re-publish the story on their website or distribute it more widely to other newspapers or media organisations.

PHOTOGRAPHY CONSENT FORM

Taking photographs of children at work in school or on outside activities is part of the normal accepted practice in school. Photographs add colour, life and interest to school work and can motivate pupils and staff and celebrate achievement. This may include the use of video.

Photographs, without names, will be used in a responsible and appropriate way for school purposes, in the school brochure, school newspaper or on the school website.

The local press like to include the names of children in any appropriate photographs used although these may be non-attributable.

Use of the camera function on a mobile phone is prohibited in school, apart from permission at school performances.

Photographs will be stored securely.

Photographs and video images of pupils are classed as personal data under the terms of the Data Protection Act 1998. Using photographs for school purposes requires the consent of legal guardians.

* * * * *

I give my consent for photographs of my child to be taken and used for legitimate purposes i.e.

- Photographs and video by staff for school work
- Local Newspaper
- School Brochure/website/newspaper
- Local Authority advertising

I am aware that this form is valid from the date of signing until my child leaves the school.

Child's Name _____

Signed _____ Parent/Guardian

Date _____

Spalding Monkshouse Primary School

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SPALDING MONKSHOUSE PRIMARY SCHOOL

I do not give my consent for photographs of my child to be taken.

Child's Name _____

Signed _____ Parent/Guardian

Date _____