

# PHOTOGRAPHIC IMAGES POLICY

## SLIMBRIDGE PRIMARY SCHOOL



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| Approved by:        | Chair of Governors | Date: May 2023 |
| Last reviewed on:   | March 2023         |                |
| Next review due by: | March 2025         |                |

Slimbridge Primary School welcomes 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 Slimbridge 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. 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. In the event of the inappropriate use of children's photographs the Headteacher will inform the GSCP and/or the Police. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians.

Slimbridge School will not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

### **Appropriate Use of Images and Film at School**

Photographs and videos of children are regularly taken throughout the school year. This is for a number of purposes, namely: to provide evidence of learning and assessment, to record achievements and celebrate success. We also use photographs and videos as a way of preserving memories for the future. Images and video footage are taken on school iPad or school cameras. We also have dedicated memory cards for such purposes. Images and video footage are stored on the school computer network.

### **Appropriate Use of Images in School Publicity Materials**

The staff and governors of Slimbridge School will:

- ensure that images are stored securely and used only by those authorised to do so;
- secure parental consent for the use of children's photographs;
- not use photographs of children or staff who have left the school without their consent;
- ensure that children are appropriately dressed – a minimum of a T shirt and shorts.

### **School Website**

Slimbridge School is 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 Headteacher 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. The Press Complaints Commission's Code of Practice states that:

- Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.

- Pupils must not be approached or photographed while at school without the permission of the school authorities.
- Child's names will only be provided with parental consent

### **Filming Events**

Slimbridge School does not prevent parents from taking photographs and videos of children at school events, however, Parents will be reminded verbally they should only take pictures of their own children and that photographs and film are for private use and should not be shared on social media.

On occasions, commercial video films may be made of children on educational visits and performing in school productions. Where a commercial photographer is used, parents will be informed and the school will use the following guidelines:

- Schools should provide a clear brief about what is considered appropriate in terms of content and behaviour;
- Schools should issue the photographer with identification which must be worn at all times;
- Schools should let parents and children know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs;
- Schools should not allow unsupervised access to children or one-to-one photo sessions or sessions outside the identified event;

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 and/or the Office of Communication (Ofcom).

### **Camera Phones in Schools**

We realise that camera phones are popular and widely used by many people. The use of such phones on the school premises potentially pose a risk directly and indirectly to children. In order to minimise risk at Slimbridge School, we have clear usage guidelines:

- 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 will be asked to hand their phone in at the school office.

The regulations for using mobile phones when on school property, or on school excursions, is also outlined in the school's E-safety and staff Acceptable Use Policies.

### **Parental Consent**

The Headteacher will seek the consent of parents or guardians regarding the use of photographs of children as part of our data collection.

Linked Policies include:

Acceptable Use

Safeguarding

GDPR.

Social Media