



Scampton Church of England Primary School

PHOTOGRAPH POLICY

At Scampton Church of England Primary School we welcome positive publicity. Photographs and video clips add colour, life and interest to school activities and initiatives and help the school community to identify and celebrate the school's achievements.

We recognise that images must be used in a responsible way.

We respect young people's and adults' rights of privacy and are aware of child protection issues.

However we need to balance the risk against promotion.

Risks can be minimised by following the guidelines detailed in this policy.

Data Protection Act

Photos and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. For this reason we require the consent of either the individual concerned or in the case of pupils, their legal guardians before we can display these images in the media, in publications, on websites or in public places.

In December 2004, the Information Commissioner's Office published the following clarification regarding the mistaken idea that parents cannot take photographs at school events due to Data Protection issues.

'Photographs taken purely for personal use are exempt from the Data Protection Act, (DPA).'

This means:

Parents, friends and family members **can** take photographs of their child and friends participating in school activities for the family album and **can** film events at school.

Photographs taken by the media are also usually exempt from the Act.

In the very small number of circumstances where the DPA does apply, if permission is sought by the photographer, this will usually be enough to ensure compliance.

Child Protection Issues

Risk occurs when individual pupils can be identified by their names alongside photographs. Therefore we will only use first names when photographs of children are displayed. We will not provide names for any other purpose unless special parental consent has been received.

Because the content of the photograph can be used or adapted for inappropriate use, only images of children in suitable dress will be taken.

Should the school learn about any inappropriateness of image use involving our pupils, we will immediately act and report it as we would for any other child protection issue.



Images taken by adults other than school staff

The school encourages parents/carers to take videos and photographs of school events. However if any image is taken by either a parent/carer or third party with a view to publication in the press then the permission of the Head Teacher must be obtained and special parental consent given.

When a commercial photographer/film maker (eg Wrates) is used we will:

- Provide a clear brief
- Issue identification
- Inform parents and children
- Not allow unsupervised access to children

Images taken by Children

The school encourages children to take photographs and videos of each other as a way of recording events. This may take place in school, on school trips or on residential visits.

The use of cameras within school, on trips or visits is part of the pleasure and the learning in the experience. There is no reason why pupils should not be allowed to take photographs so long as anyone photographing respects the privacy of the person being photographed. This is seen as part of the school's code of behaviour. Infringement of this respect of privacy is akin to bullying and will be dealt with in the same way as any other breach of school discipline.

Images shown on the internet

The school accepts that the internet is a valuable tool that helps share events and learning with one another. The school makes best use of its website and also uses blogs to share events and learning. Teachers will use their professional judgement in selecting images to show on the internet. Only first names will be used for children and any comments made on blogs will be moderated prior to being included on a post.

The school accepts that with rapid advances in technologies it can have little control over images being used by parents on the internet. Parents should contact the headteacher (Designated Safeguarding Lead) should there be concerns about how images have been used by the school or others.

On an annual basis, parents and carers are asked to sign the School's Global Permission Slip that states:

Video Recording/Photography/Media

I give permission for my child to be photographed or videoed in any school production/event by other parents for home entertainment purposes. I also give permission for photos and videos of my child to be used by the school for information, celebration and publicity



purposes for example in the school brochure, on the School News Blogs or on the school's website.

I give permission for the school to make some videos available for other pupils and parents to see using websites such as YouTube. I understand that any such videos would preserve the anonymity of pupils and efforts made to make them difficult to find using search engines.

I agree to my child being photographed by local and national media (eg television, newspapers or radio) for the purpose of illustrating a report on a school event. I understand my child may be named by the media company concerned.

Internet and Electronic Communications

I give permission for my child to use the internet at school. I understand that use of internet will include opportunities to interact with other members of the school community and occasionally pupils at other schools through Web 2.0 technologies (eg blogging). I understand that the school will exercise 'good practice' in line with CEOP guidance in order to ensure that pupils stay safe online.

Review

This policy will be reviewed on a regular basis in line with school priorities.