

Rhodes Avenue Primary School

Safe Use of Images Policy
Summer 2016

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Context

This policy sets out the approach taken by Rhodes Avenue Primary School (hereafter referred to as the school) to the publication and use of images of pupils. In producing this policy the school has taken account of the need to ensure, so far as it is able, that individual and parental rights are respected, and that vulnerable individuals are protected from risk or exploitation.

This policy is intended to apply to all forms of publication, in various print media, on film or video, and electronically on websites including social media. Throughout the policy, photographs (both digital and film) and video are referred to as images.

To the extent that images are taken of adults (i.e. for Visitors' Passes) they are processed in accordance with our Data Protection Act 1998 (DPA) policy

Images taken by the School: consent

The Data Protection Act 1998 (DPA) may apply to the taking of images in schools and at school events. The school, and its parents, are also subject to the requirements of the Children Act 1989, which prevents the publication of any material intended, or likely, to identify any child as being involved in any proceedings before the High Court, a County Court or a Magistrates Court; or that child's address or school.

During the course of the academic year the School will take images of pupils for school use, for example to celebrate pupil success, to record curriculum coverage and achievement.

Images are stored on the school network and occasionally some images may be uploaded to the school website or on to the digital screen in the foyer and/or published in the Prospectus and Newsletter and occasionally in the press/media.

Consequently on entry to the school, parents/carers will be asked whether the school may have permission to publish images of their child/children if the need arises (see Appendix for the Schools' *Digital Image Non-Consent Form*).

Parents/carers who do not wish their child's image to be published by the school must return the *Non-Consent Form*. Once the form is returned the parents/carers will receive confirmation by email that their child/children have been placed on Rhodes Avenue's *Non-Consent Register* and this form will remain on their child's file until the School is notified by the parents/carers of any change of circumstances. Where one parent or carer does not give consent and the other does, consent is not given.

At the beginning of every academic year parents/carers will be contacted via a *Group Call* message to remind them of the *Non-Consent Register* and to provide them with an opportunity to change or update their preferences.

Images published by the School

When publishing images of pupils the school follows these guidelines:

- The School will seek, where possible, to use group images rather than images of an individual child;
- If the school publishes a picture, it will not publish a surname;
- If the school publishes a surname of a pupil, it will not publish a picture;
- Images will be vetted/checked (background and foreground) before they are chosen for publication;
- If staff have material to be published the school will ascertain whether they would like their contact information included;
- The school does not publish full names, addresses or email details;
- When publishing pupils work it will be labelled generically such as 'Joanne in Year 3'.

Storage of Images

The school complies with its obligation under the DPA to safeguard digital and hard copies of images stored on the school's network by restricting access to this material to teaching and support staff. The ICT technician and the Deputy Head are responsible for deleting images when they are no longer required or when the pupil leaves the school.

Archived images, images taken at a specific time or in specific circumstances, will not be used again at a later date or in a different context without gaining permission from parents/carers.

Images taken by Parents

Photographs taken purely for **personal use** are exempt from the DPA. This means that parents, carers, family members and friends can take images for family purposes (for example, a family album) of their children and friends participating in school events and can film events at school.

Parents/carers are requested to think carefully before uploading pictures of their children to social media, and to refrain from uploading images of children not their own without first obtaining the consent of other the parents/carers of those children. There is a written statement to this effect in the School Prospectus and the Home School Agreement.

Images taken by School Photographers

Where the School hires an external photographer to record an event it will ensure that the photographer complies with the requirements of the DPA in respect of images taken.

Press and media

From time to time a newspaper or media organisation may wish to take and/or publish images of children at the School (for example, when a child has won a competition). Where images are to be released by the School to, or taken by, press and media the School will seek to contact parents/carers and ask for consent prior to the taking and/or publication (i.e. in addition to the school's consent procedures) of images.

The School will ensure that photographers know which children cannot be photographed and that they agree to this condition. In addition, in circumstances where the newspaper or media organisation is not prepared to publish the images on a 'first name only' basis, the school will seek to obtain consent from the parent/carer.

Links with other policies

- Safeguarding
- E-safety
- Anti-bullying
- Equalities
- Freedom of Information
- Data Protection Policy

Procedures for policy monitoring and dissemination

This policy has been approved by the School Leadership Team and the Governing Body. Digital copies are available on the school website and hard copies are available from the school office. This policy will be reviewed in line with the school's schedule of policies.

Persons Responsible:

Headteacher
Deputy Head
Communications Committee

APPENDIX 1

Dear Parents/Carers,

Date:

At Rhodes Avenue Primary School we take our Safeguarding responsibilities very seriously and it is good practice to routinely review policy. For instance, technology provides many benefits, for example social networks and digital imagery, but it is important that Rhodes Avenue considers the impact of media development and the possible concerns that some parents and carers may have with digital technology.

The school uses digital technology, for example images of pupils are placed in school publications (School Newsletters/Prospectus) and images are uploaded onto the school website or videos of school performances are recorded, which can be motivating for the children involved and also provide good opportunities to promote the school.

Furthermore Rhodes Avenue School may be visited by news media in order to take photographs or film an event. Pupils will often appear in these images which may be published in local newspapers or broadcast on television.

The *Data Protection Act* (1988) requires schools to seek parental/carer consent prior to the publication of images. Consequently, in order to keep our database of parents/carers who do not want images of their children published up to date, this form will allow the school to log parental/carer preference.

So, if you **do not wish** to give consent to your child's image being published please complete the *Non-Consent Form* below. Please note that if you **do not return** the *Non-Consent Form* then **permission will be assumed** and consent will continue until the Headteacher receives written notice that the consent has been withdrawn. In plain language, if you have no objections to your child/children's digital images being taken and published do not complete this form.

Additionally we need to inform you that parents/carers should refrain from uploading images of children who are not their own onto social media without first obtaining consent from the parents/carers of the children whose images they may have taken (whether in the foreground or background).

If you choose to sign the form below, Rhodes Avenue will send a letter acknowledging receipt of the signed *Non-Consent Form* and confirm that your child/children has/have been entered on Rhodes Avenue's *Digital Media Register of Non-Consent* and Rhodes Avenue Primary School will take every reasonable precaution to ensure that images/videos of the child will not be published.

Yours sincerely,



**Rhodes Avenue Primary School
Pupil Digital Media Non-Consent Form**

Please **return** this form if you **are not giving consent** to your child's image being used.

Parent/Carer's Name: _____ (please print name)

Child's Name: _____ Class: _____

I **do not give my consent** for images identifying my child by his/her facial features to be used in school publications or on-line.

Signed: _____

Date: _____

