

Yeadon Westfield Infant School

Use of Images Policy

2020

Review 2023

This school is committed to safeguarding and promoting the wellbeing of all children, and expects our staff, governors and volunteers to share this commitment.

Introduction

There are many occasions when staff and parents will want to take photographs of children. Such occasions include everything from observation, evidence, assessment and curricular purposes in the classroom to award ceremonies, performances, trips and sporting events as part of the extended activities programme. The intention of this document is to set out clear guidelines which will balance the use of photography as a source of pleasure and pride with the need to safeguard children and protect the rights of the individual.

This guidance sets out to ensure that:

- Images are only used for the purpose intended
- Personal family photography is allowed where possible
- Individual rights are respected and child protection issues considered
- Parents/carers and children are given the right to opt out.

Definitions

The term 'images' refers to photographic prints or slides, digital images, videos or moving images. Images may be distributed via print, DVDs, the internet or other technologies.

Safeguarding Children

The welfare and protection of our children is paramount and consideration should always be given to whether the use of photography will place our children at risk. For this reason consent is always sought when photographing children and additional consideration given to photographing vulnerable children, particularly Children Looked After or those known to be fleeing domestic violence. Consent must be sought from those with parental responsibility (this may include the Local Authority in the case of Children Looked After).

Parental Consent

On admission of a child to our school, parents/carers will be asked to complete a consent form indicating their agreement or objection regarding the use of images of their child. A list of children for whom consent has been refused will be maintained by the school and every effort will be made by staff not to include these children in photographs or video footage.

The parent/carer should be asked to confirm, in writing, that they will inform the school if they no longer wish images of their child to be used for any reason.

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They need to be made aware that once images are in circulation or have been published, it may be impossible to remove them, although every effort will be made to ensure they are not used in future publications.

School Photography

Photographic and/or video images taken by staff may be used for curricular and/or extra-curricular activities, displays, on the school website, or newsletter, as evidence of the child's development or as part of publicity in the media. Staff will ensure that:

- They are clear about the purpose of the activity and what will happen to the images when the activity is concluded.
- They always use school equipment for taking images.
- They never record images using their personal camera, mobile phone or video equipment or for their own personal use.
- They will never photograph children in a state of undress, for example whilst changing for PE or a performance.
- They will report any concerns about inappropriate or intrusive photographs found to the Senior Designated Person following the school's safeguarding procedures.
- They have parental permission to take, store and/or display or publish the images.

Storage of Images

- Images retained in a school will not be used other than for their original purpose, unless permission is obtained from the subject.
- Images should always be stored securely and password protected.
- Images should be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken. Images taken for publicity and promotional purposes should be retained for a period of two years. Images contributing to the history of the school, its children, activities or the community, may be retained indefinitely.

In many cases, images taken at setting events form an important part of family albums. Everything possible will be done to ensure that this tradition continues. Parents are welcome to take images of their own children at award ceremonies,

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concerts/shows and sporting events, with the permission of the Head teacher. However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety.

Parents/carers will ensure that:

- They will respect the school's decision to prohibit photography of certain children or a particular event.
- Any images taken are for personal use only.
- Images including children **other than their own, must not be sold or put on the internet**; if they are, Data Protection legislation may be contravened and they will be asked to remove them.
- They will not use any images of children so as to cause offence or harm.

The Use of Cameras and Video Recordings by Children

From time to time, children may be given the opportunity to use school equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity.

Children should not use personal equipment for the purpose of taking photographs or video footage, unless being used as a learning resource in line with the school's Acceptable Use Policy (AUP). The only exception to this is on a school trip or visit where children may be allowed to take photographs for their own personal use. In general children are discouraged from bringing mobile phones to school but if they do, then staff look after the equipment until the end of the day. It is returned to parents. This happens very rarely.

It should be made clear that these images should be taken responsibly and not used to upset any other child

Display of photographs

It is perfectly acceptable to display images of children in the school environment with their names attached for the purpose of celebrating progress and achievement or assessment.

Publicity

Photographs of children's activities and achievements may be published in the newsletter and posted on the website. Where photographic permission has been withheld, photographs will not be published.

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School Photographer

Class and individual or group photographs are often an annual event. Parents will be notified in advance of the photographer's visit and will be sent copies of photographs and given the option to purchase them. Copyright on all such photographs is retained by the photographer. The images are stored off line for three years. They are encrypted and no names or addresses are stored with them.

Consent Form for use of Images (photographs, videos, DVDs and digital images)

Photographs and/or video recordings of children may be taken whilst they celebrate their achievements and successes and as evidence of their progress and development. Still or moving images may be published in our publications (e.g., newsletters) and/or on our website. They may also be used to promote the good practice of the school to other teachers, e.g. at training events organised by the Local Authority or national education/government institutions.

Electronic images, whether photographs or videos, will be stored securely on the school's computer/network which is accessible only by authorised users.

Before using any photographs/videos of a child we need parental permission which we will obtain through the school consent form signed at the beginning of a child's time at school.