



West Ashtead Primary School

Pupil Images Policy

Introduction

In this policy the term 'images' includes photographs, digital photographs, film, webcam/video conferencing, CCTV and mobile/camera phones.

The school believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

The school will only use images that the Headteacher and Governing Body consider suitable and which appropriately represent the values of the school and the range of activities the school provides.

The policy is intended to minimise the risks that young people can be exposed to through the misuse of images. The policy takes account of data protection and child protection issues.

Data Protection

- Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998.
- We will not use images of either identifiable individuals for school publicity materials without the consent of the individual or, in the case of pupils, their parents/carer.
- Images will be kept securely and held by the school for an academic year, after which they will be destroyed.

Images for school publications

- The school will only take and use images that are appropriate and are considered not to be open to misuse.
- Pupils will be made aware of why their picture is being taken and how it will be used
- Where possible, photos will be taken of groups of children rather than individuals.
- Where a photograph of an individual is used, we will not name the pupil.
- Where the pupil is named, we will not use their photograph.
- Images will show pupils in suitable dress to avoid the risk of inappropriate use e.g. images of pupils in PE or swimming kit will only be included at the discretion of the Headteacher and Governing Body.
- We will ensure that personal details are not used in captions, tags or file names.

Images for school website

- We will adopt the same principle as outlined above when publishing images on the Internet.
- However, the school recognises that there is no control over who may view the images and consequently a greater risk of misuse of the images, via the Internet.
- We will therefore give specific consideration to the suitability of images for use on the school's website/school's social media pages.

Filming

- Under the terms of the Data Protection Act 1998, parents, friends and family members can take images of their children and friends participating in school activities for family and personal use.
- If the recording is not for personal use e.g. with a view to selling the video, then consent of other parents whose children may be on film would be required. Without this consent, the Data Protection Act would be breached.
- Parents are allowed to film school events such as sports days, fetes and school plays so long as the performance is not disturbed.

Media / Local press

- Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press.
- The school will ensure that it politely checks that broadcasters and press who may be on the school premises are aware of the sensitivity involved in captioning, interviews and close or sports photography.
- Pupil names are never given to the press without prior parental consent.

Consent

- Due to the number of occasions during a pupil's time at school that the school may wish to photograph or video the pupil, the school will seek consent from parents/carers when the pupil starts at the school. This policy and consent will cover the whole of the pupil's time at the school.
- The school will, at all times, consider the need to revisit consent in the event of a pupil's circumstances changing, or new applications for the use of pupil images.

Misuse of images

- Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's Designated Safeguarding Lead who may involve the LA, Social Services and police as appropriate.

Agreed with Staff:

Agreed with Governors:

Review: Autumn 2020