

Date Valley School Trust

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Photography and Digital Imagery at School Policy

Introduction:

Schools need and welcome publicity. 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 can increase pupil motivation and staff morale and help parents and the local community identify and celebrate the school's achievements. Photographs and videos are also shared with Merton Borough and Ofsted to evidence observations, progress and delivery of curriculum / extra-curricular activities.

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 Date Valley School every reasonable effort will be made to minimise risk by following the guidelines detailed in this policy and by securing parental consent for the use of photographs.

This policy applies to the use of photographs and videos in school, on the school website and publicity materials.

Child Protection:

There may be a risk when individual children can be identified in imagery. For that reason, Date Valley School has developed this policy to make every effort to minimise risk.

In the event of the inappropriate use of children's photographs the Headteacher will inform the Merton Borough Mash Team (Social Services) and / or the Police.

Data Protection Act 1998:

Photographs and video images of pupils and staff are classed as personal data under the terms of GDPR (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.

Date Valley 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 and / or video images 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.

Appropriate Use of Images in School Publicity Materials:

The staff will:

- Ensure that images are stored securely and used only by those authorised to do so
- Ensure that electronic images are stored on a secure network to which members of the public have no access
- Not use an image of any child who is subject to a court order
- Secure parental consent for the use of children's photographs or videos

- Not use photographs of children or staff who have left the school without their consent
- Ensure that children are appropriately dressed

School Website:

The advice for using photographs or videos on a website is no different from their use in any other kind of publication or publicity material. However, the staff are 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 school 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 child
- Children must not be approached or photographed while at school without the permission of the school authorities
- There is no breach of the Data Protection Act 1998 in passing on a child's name to a journalist as long as parental consent has been secured
- Date Valley School will provide names of children to accompany photographs published in newspapers and magazines only where the parent or guardian have provided their consent

Filming School Events:

Parents / Relatives are not permitted to take photographs and videos of children at school events such as Presentations or Sports Day. Any objections to this policy should be addressed to the Headteacher.

The Headteacher or a member of the SLT will remind parents / carers of the social media policy on these occasions, requesting that videos and photos are not posted on social media.

On occasions, commercial video films may be made of the children. The school will inform parents where arrangements have been made for a commercial photographer to film such an event, seeking parental consent beforehand.

Where a commercial photographer is used, the school will follow the NSPCC guidelines which are as follows:

- 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
- If a child 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

Camera Phones in Schools:

Concerns have been expressed about the risks posed directly and indirectly to children through the use of camera phones on school premises. In order to minimise risk at Date Valley School:

- 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 and, wherever possible, will be accompanied by a member of staff during the duration of the visit
- Children who bring a mobile phone on to the school premises hand their phone in at the school office at the beginning of the school day and collect it at the end of the school day

Parental Consent:

Date Valley School will seek the consent of parents / guardians regarding the use of photographs of children. General consent is given at the point of admission and further consents are obtained as the need arises. Further consents will include an agreement on how and where the photographs will be used and the period of consent.

Teachers are informed if there are children in their class who have no permission. This list is available to view in the office and at the front of all class Attendance Registers.

This policy has been read and approved for Date Valley School, by the Headteacher and the Chair of the Trust Board.

Date: March 2019