

Beaconsfield Primary School

'Shining a Light on Learning'



B – Belief

P – Perseverance

S – Success

Photographic and Video Images Policy

October 2016

Review date: October 2018

Beaconsfield Primary School

Photographic and Video Images Policy

At Beaconsfield Primary School, we recognise that photography is a useful tool within school and it is employed routinely in many ways. For example record keeping, displays, teachers' lessons and within the children's work. On occasions, photographs are also used for the press and other promotional purposes and we recognise the wishes of parents and carers to take photographs and/or video of their own children participating in school events. We are, however, also sensitive to the wishes and rights of parents who may not want their children to be photographed and/or who might have concerns about the use of such images and are aware of our responsibility to protect the children in our care from harm.

The taking of photographs in school is an increasingly complicated and sensitive area as technology has now made it much easier for pictures and images to be used and distributed inappropriately, both as printed material or as a web image. It is therefore important that schools take practical steps to ensure that pictures and images taken on school premises or at school events are done so in a way that reflects the protective ethos of the school. In order to ensure that the use of photography and video is used as safely as possible in school and in connection with school events, the advice provided below should be followed.

For ease of reference the following "school" photography definitions are provided:

School curriculum / internal use

Photographs/digital images taken for curricular use, displays, workbooks, school trips, notice boards, school events and/or assessment purposes.

Children will be taught how to take pictures as part of the Computing Curriculum and to enhance learning in other subjects, but we will discourage them from taking pictures of each other except as part of a planned learning activity, and they will be supervised by an adult at all times when they have access to a digital camera. Children will also be educated about E-Safety and protecting themselves when on the internet at school and home.

School Publicity Photography

Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the school may have won an award or want to share an achievement. In this situation, where children's images might be made public, the school will inform parents and carers of the event in advance, and allow them to withdraw their child from the event if they so wish.

Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

School Website photography

Photographs/digital images used to celebrate individual, class and/or team success or highlight good practice within the school. Photographs of children are always used without the listing of their name, and staff are encouraged to take photos that do not contain identifiable faces of pupils.

School Photographer

Class and individual/family school photographs taken by a reputable commercial photographer and sold to parents. Parents are always advised of this in advance.

School Events

Parents and carers may take photos and videos of their children during class assemblies and productions, though some restrictions may be necessary where parents have withdrawn consent for their child to be photographed. The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. For example, photography is forbidden in changing areas or backstage during school productions. The uploading of photos onto social media websites such as Facebook, Twitter and Instagram is also prohibited and there are signs displayed to remind parents and carers of this.

Legalities

It is illegal for any member of staff to use their mobile phone, tablet, camera or any other personal device to take any images of the children. Further guidance can be found in the schools E-Safety Policy. It is not illegal however for photographs of children to be taken in school by staff and using school equipment but it is sensible to comply with all current recommendations and/or good practice. Under the terms of the Data Protection Act 1998, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

At Beaconsfield Primary School, we will not display personal images on websites, in publications or in a public place where such consent has been withheld or withdrawn and will, wherever possible, avoid naming individual children.

All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

Parental Consent

All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school. This form will be given to the parents or guardians of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

Use and Storage of Photographs and Video Images

Photographs taken as records of events or for educational purposes may be displayed around school on display boards and/or in evidence files and are then archived after use.

As soon as images have been used for their intended purpose (e.g. illustrating a good football pass), they will be deleted. The school will not store digital images any longer than required. Class images will be “culled” at the end of each year with only a very limited number of photos of celebrations/ milestone events being kept.

Photographs are not exchanged with anyone outside school or held for private use. Staff are only permitted to take photographs and/or digital images of children in “school or educational provision settings” and may only use school approved and purchased cameras or recording equipment. The use of personal mobile phones or other personal devices to take digital images is not permitted.

Should the school learn about any inappropriate use of images involving children, the school will take immediate and proportional action including, if judged necessary by staff in consultation with the Headteacher, recording and reporting any incident which could raise child protection concerns.

Monitoring

This policy will be monitored by the governing body and revised as appropriate, and not less than two years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the Headteacher.