



Emersons Green Primary School

## **Policy for the Use of Images**

*This policy refers to all images – all types of photographic and electronic images, stored electronically or in paper forms, on the internet and including webcams, CCTV. It also covers forms of images/storage methods not currently used in school or not yet invented*

### **Rationale**

Children's learning and achievement is positively reinforced by the use of images. The use of images will follow best practice guidance as detailed below.

### **Aims**

- To enable images to be used in school to benefit children's learning.
- To enable the use of images to celebrate achievement of children and the school both within and beyond the school.
- To comply with the Data Protection Act (2000), Copyright and the Human Rights Act (1998) ensuring a right to a private life, and the common law of confidentiality.

### **Guidelines**

#### Broad Guidelines

- Children should be suitably dressed in all photos – i.e. in school uniform, costume for concerts, own clothes on themed/fundraising days or in PE kit.
- Children's images will not be used to promote advertising brands.
- Recording of close up images will be avoided where there are clear and reasonable alternatives.
- Where it is essential that a close up is used, parents will be informed before the image is used externally (e.g. newspaper, website).
- If a pupil is named on the website, their photograph will be omitted and if their photograph is used, their name should be omitted..

#### Parental Permission

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- The Information Commissioner's Office (ICO) 2006 states that photographs taken purely for personal use are exempt from the data Protection Act(2000). Local Authority guidelines state that in general complete bans are excessive and 'free for all' is also disproportionate.
- The Headteacher can exercise their right to reasonable standards. These should balance between the freedom of expression, privacy, family life of parents and also the protection of the rights and freedoms of other children.
- The Headteacher can set times and locations of image taking.
- Parents should be given notices of the standards that will be operated and be given an opportunity to express an objection for their child only.
- If the parent objects they have the right to withdraw their child from that activity.
- If a child is withdrawn by request of their parent reasonable arrangements will be made for alternative arrangements.
- At EGPS we will allow photographs and videos to be taken at school performances ( not assemblies) and special events such as sports days.
- Parents will be asked to fill out a form as their child enters the school (see sample form at the end of this policy). This will detail all events where images may be taken and will cover the 7 years that the child is in school.
- This policy will be made available to all parents and posted on the school website so that parents can familiarise themselves with it before signing the form.
- The signed forms will be kept in the front of each child's profile .
- A list of children will be kept in the school office (in front of contact files) of children whose image should not be taken.
- If there are additional events not detailed on the original form, parents will be informed by newsletter. Parents will be asked to contact the Headteacher if they have any issue with it and wish their child to be withdrawn.

### Storage and use of images

- Images of school events will be stored in paper or electronic form for up to 7 years (with the exceptions of School resources and History Resources – see below).
- Images may be taken of children during the course of their learning and stored in albums, used in a display or stored electronically (e.g. a school trip, the School Council, Reception children's first weeks in school, foundation stage observations etc).
- Providing permission has been given, the images may be used to promote and record learning, or for promotional purposes (e.g. School Prospectus, website, newspaper articles about the school etc). Only images of children currently in school will be used.
- Images that are not relevant/required will be deleted or shredded.
- If there is any doubt about the origin of an image, then it will not be used.
- Permanent Photograph albums/displays will have a sticker that states:

Permission has been given for these photographs to be used whilst the subjects are still at Emersons Green Primary School until August .....Thereafter the images will not be used for external purposes and may only be used to support learning in school and as a history resource.

- After children have left school images may be kept for use in History. These may be kept indefinitely and be marked as a *School History Resource – not for external publication*.
- Photographs or images of the school relating to its history may also be kept. These may be kept indefinitely and be marked as a *School Resource - not for external publication*.
- Images on computers will be password protected.

#### Newspaper images

- Only the children of parents who have been given permission will be have their images taken for use in Newspaper articles about the school.
- Parents should note that the newspaper/media (not the school) has the responsibility to gain permission from parents before the image is used.
- Only children's first name will be used, if any.

#### School Website

- Permission for use of images will be asked for on the permission form. Even if a parent has given permission but they are unhappy with the image, it will be removed as soon as is possible for the website manager to do this.
- Close up will not be used. Parents.
- Children's names will rarely be used on the website. If necessary then only the first names will be used and without association with an image.

#### Taking of images by children

- Children may take cameras on school trips/camp to take photographs of their learning and friends without restriction. These images will not be used in school.
- The use of personal cameras/mobile phone cameras will not be permitted in school.

#### School photos

- The company engaged will be asked not to put children's names on their photos – particularly class photos. Names will not be given to the photographic companies.

This policy is written following the guidance from South Gloucestershire Council. Further details of the guidance can be obtained from Shirley Stephen, Personnel and Communications Manager, Education Service, Bowling Hill Chipping Sodbury BS37 6JX

Other useful information can be found on the ICO web site

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# Permission form for Use of images



Signature: .....

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- o photos of learning/achievements in school
- o videos of learning/achievements in school and on school trips/camp
- o class albums
- o class photos (as sold to parents in the summer term)
- o newspaper articles
- o other special events – e.g. Creative week, special days such as Maths Creative Days, World Book Day, fundraising/charity days, school concerts, nativity plays, assemblies, Church visits, sports day, school trips, PSA events, with visitors to school (e.g. sports, theatrical, environmental)

**Parents should also note that many parents like to take videos/photos of school events as a family record (e.g. Nativity Plays, Concerts, Assemblies and Sports days). If any parent has any concerns with this and wishes their child not to be included, they should speak to the Headteacher.**

Signed:.....Parent/Guardian.....date

*The images(s) will be kept in accordance with The Data Protection Act 1998 and other laws. This consent is valid for 7 years from the date of signature. The image(s) will not be used after this date without your further consent. The images(s) will not be published with your full name or other contact details.*

## Use of Images Policy summary – the full policy is available from the school office

*This policy refers to all images – all types of photographic and electronic images, stored electronically or in paper forms, on the internet and including webcams, CCTV. It also covers forms of images/storage methods not currently used in school or not yet invented*

**RATIONALE** Children's learning and achievement is positively reinforced by the use of images. The use of images will follow best practice guidance as detailed below.

**AIMS** To enable images to be used in school to benefit children's learning. To enable the use of images to celebrate achievement of children and the school both within and beyond the school. To comply with the Data Protection Act (2000), Copyright and the Human Rights Act (1998) ensuring a right to a private life, and the common law of confidentiality

**GUIDELINES** *Broad Guidelines* Children should be suitably dressed in all photos – i.e. in school uniform, costume for concerts, own clothes on themed/fundraising days or in PE kit. Children's images will not be used to promote advertising brands. Recording of close up images will be avoided where there are clear and reasonable alternatives. Where it is essential that a close up is used, parents will be informed before the image is used externally (e.g. newspaper, website). If a pupil is named on the website, their photograph will be omitted and if their photograph is used, their name should be omitted.

**Parental Permission** Parents will be asked to fill out a form as their child enters the school (see sample form at the end of this policy). This will detail all events where images may be taken and will cover the 7 years that the child is in school. This policy will be on the back of the form (and available on the school website) so that parents can familiarise themselves with it before signing the form. The signed forms will be kept in the front of each child's profile. A list of children will be kept in each class and the school office of children whose image should not be taken.

If there are additional events not detailed on the original form, parents will be informed by newsletter. Parents will be asked to contact the Headteacher if they have any issue with it and wish their child not to be involved.

**Storage and use of images** Images of school events will be stored in paper or electronic form for up to 7 years (with the exceptions of School resources and History Resources – see below). Images may be taken of children during the course of their learning and stored in albums, used in a display or stored electronically (e.g. a school trip, the School Council, Reception children's first weeks in school, foundation stage observations etc). Providing permission has been given, the images may be used to promote and record learning, or for promotional purposes (e.g. School Prospectus, website, newspaper articles about the school etc). Only images of children currently in school will be used. Images that are not relevant/required will be deleted or shredded. Individual images – if not easily dated by school staff will be date stamped on the back. If there is any doubt about the origin of an image, then it will not be used. Permanent Photograph albums/displays will have a sticker that stating when the images may be used. After children have left school images may be kept for use in History. These may be kept indefinitely and be marked as a *School History Resource – not for external publication*. Photographs or images of the school relating to its history may also be kept. These may be kept indefinitely and be marked as a *School Resource - not for external publication*. Images on computers will be password protected. Annual passport size school photographs of the child will be stored on the front page of their profiles from Reception to Year 6 (i.e. 5 years). Parents have the right to view the photos and request their removal

**Newspaper images** Only the children of parents who have been given permission will be have their images taken for use in Newspaper articles about the school. Parents should note that the newspaper/media (not the school) has the responsibility to gain permission from parents before the image is used.

Only children's first name will be used, if any.

**School Website** Permission for use of images will be asked for on the permission form. Even if a parent has given permission but they are unhappy with the image, it will be removed as soon as is possible for the website manager to do this. Where it is essential that a close up is used, parents will be informed before the image is used on the website. Children's names will rarely be used on the website. If necessary then only the first names will be used and without association with an image.

**Taking of images by parents - Photographs and videos** Parents should note that many parents like to take videos/photos of school events as a family record (e.g. Nativity Plays, Concerts, Assemblies and Sports days etc). If any parent has any concerns with this and wishes their child not to be included, they should speak to the Headteacher.

**Taking of images by children** Children may take cameras on school trips/camp to take photographs of their learning and friends without restriction. These images will not be used in school.

**School photos** The company engaged will be asked not to put children's names on their photos – particularly class photos.

## **Final Policy – January 2007**