

# Emersons Green Primary School



## Policy for the Use of Images

Name (Chair): Mike Beard	Date: November 2020
Name (Head): Karl Hemmings	Date: November 2002
Ratified: November 2020	Next Review: November 2022

## Equality Statement

At Emersons Green Primary School we are committed to ensuring equality and opportunity to all members of our school community. In regard to safeguarding, the school always aims to ensure that no one is treated less favourably than anyone else. The Equality Act 2010 defines these responsibilities. In regard to this, this Policy, including all of its procedures and systems will have due regard to:

- Eliminating discrimination and other conduct prohibited by the Equality Act
- Advance equality of opportunity between people who share a protected characteristic and people who do not share it
- Be aware of this duty to have due regard when making decisions or taking action in order to assess whether that action will have implications for people with protected characteristics
- Consider equality implications before and at the time that this policy is developed and reviewed and keep these implications under review on a regular basis

It is unlawful to discriminate in the following areas, termed protective characteristics. (all Safeguarding policies, procedures, systems and actions must take this into account):

- Age
- Disability
- Gender
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or Belief
- Sexual orientation

## 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, tablets etc. 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 General Data Protection Regulations 2018 (GDPR), 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

- The Information Commissioner's Office (ICO) 2006 states that photographs taken purely for personal use are exempt from the GDPR. 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 and special events such as sports days, or special assemblies.
- 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 permission will be kept digitally on Arbor
- A list of children will be kept in the school office (in front of contact files) of children whose image should not be taken. This will be checked regularly at each event where photography is taking place.
- If there are additional events not detailed on the original form, parents will be informed by letter. Parents will be asked to contact the Headteacher if they have any concern about this 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, Google Classroom, 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.
- After children have left school images may be kept for use in History lessons. 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 on the school IT network. Only staff members or the school's IT provider have these passwords.

### Newspaper/magazine images

- Only the children of parents who have given permission will have their images taken for use in 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. However, it is normal practice for the school to assist with this.

- Only the child'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.
- 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.

Other useful information can be found on the ICO web site.

**EMERSONS GREEN PRIMARY SCHOOL  
PARENTAL CONSENT FORM**

Please complete and sign each section of this form for your child. This consent will remain for the duration of your child's attendance at Emersons Green Primary School. If you wish to make a change at any time please contact the office for a new form. To comply with General Data Protection Regulations 2018 (GDPR), we need your permission before we can photograph or make any recordings of your child.

**Childs Full Name:** ..... **Date of Birth**.....

**Image / Photograph Consent Form – (it is essential that this section is completed)**

The image(s) taken of the pupil detailed above may be used for any publication by the school for:

- |   |                 |
|---|-----------------|
| Internal publication within the school                                      | <b>YES / NO</b> |
| Promotional, Information or Training purposes in print                      | <b>YES / NO</b> |
| Promotional, Information or Training purposes online                        | <b>YES / NO</b> |
| Promotional, Information or Training purposes in moving images (video/film) | <b>YES / NO</b> |
| The School's website  | <b>YES / NO</b> |
| External publication i.e. local newspaper, etc.                             | <b>YES / NO</b> |

*Please note that if images are used on the school's website, no names are ever attached. First names are sometimes used in the Newsletter. The school uses a Facebook page but no images of children's faces are published.*

*Please tick box – I am the parent/guardian/carer of the subject of the image(s)*

**Signed**

**Date**

**PARENTAL CONSENT FOR LOCAL ACTIVITIES**

From time to time we organise curriculum activities which involve the children leaving the school premises to widen their areas of study within the immediate school vicinity of Emersons Green. For example, some pupils may take part in a shopping survey, visit the local comprehensive school, a church or go and take some photographs of the local area. On such occasions they will always be fully supervised.

As always we need to obtain your written permission for your child to take part in such activities – if you fill in the form below it would help simplify our procedures and save you returning a series of forms. Thank you.

I give permission for my child: .....to take part in local class activities which may involve leaving the school premises. This consent will be for the duration of your child's time on roll at Emersons Green Primary School, unless you notify us otherwise.

Signed..... Print:.....Parent/Carer Date:.....

Examples of regular/annual events where images may be taken are: photos of learning achievements in school, videos or photos taken on school trips/camp, class albums, class photos, newspaper articles, special events such as concerts, nativities, sports days, PTFA events or charity days. Parents should also note that many other parents like to take videos/photos at school events as a family record. If any parent has any concerns with this and wishes their child not to be included, they should speak to the Headteacher. We always ask parents to only share such photos privately with family or close friends.

## **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 General Data Protection Regulations 2018 (GDPR), 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.