

CLANDON SCHOOL

A caring community where all can THRIVE

USE OF PHOTOGRAPHIC IMAGES POLICY

Reviewed	Spring 2019	Next Review	Spring 2022
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* The word "images" is used here to include photographs, digital photographs, webcam, film and video recordings.

Introduction

- Clandon Church of England Primary 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.
- We only use images that the Headteacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at risk.
- Through this policy we aim to respect young people's and parents' right to privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both 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 General Data Protection Regulations (GDPR) 2018. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer. A consent form is attached at Appendix A.
- In seeking consent we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies.
- All images will be stored securely and used only by those who are using a child's image.
- In accordance with our retention policy, photos of children no longer at the school should be removed from the school's records unless permission to keep for longer has been sought – Appendix B

Child Protection

- We will only use images of children in suitable dress. The Headteacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.

- Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's Designated Safeguarding Lead (DSL), the LEA, Social Services and/or the police as appropriate.
- Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

Websites

- We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that images remain on the internet even after they may have been removed from the school website. The school also recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the images for use on the school's website.
- Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education.

External photographers and events

If the school invites or permits an external photographer to take photographs within the school, we will:

- Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour.
- Issue the photographer with identification which must be worn at all times.
- Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs.
- Not allow unsupervised access to children or one-to-one photo sessions at events.

The same conditions will apply to filming or video recording of events.

Appendix A



Clandon Church of England Primary School

Photographic Images of Children – Consent form

Child name:	
Child class:	

To comply with the Data Protection Act 2018, we need your permission to photograph or make any recording of your child.

The table below shows the different ways your child's image/name may be used. Please tick to confirm your consent or otherwise for each medium, sign and date the form and return it to the school office as soon as possible.

What	Where	Yes	No
Your child's image and name	In school <i>eg display boards</i>		
Your child's name or image <i>Unidentifiable by full name and photograph combined unless agreed in advance with an adult with parental responsibility</i>	School publications <i>eg newsletter, brochure, DVD</i>		
Your child's name or image <i>Unidentifiable by full name unless agreed in advance with an adult with parental responsibility</i>	School online publications <i>eg website, app</i>		
Your child's image <i>Without name</i>	School social media <i>eg Facebook, Twitter</i>		
Your child being photographed or filmed <i>News media may publish pictures along with the child's full name, but the school will seek an undertaking that a child's name will not be used if their image is put on the newspaper's own website.</i>	External press/media <i>eg newspapers, television images</i>		

Declaration: I have read and understood the consent asked of me above. My decision on whether to give consent will remain valid throughout my child's time in the school, unless I notify the school of the contrary in writing.

I understand that images of my child (without any identifying information), used in school marketing material or on the school website, may remain in use after my child leaves the school until it is reasonably practicable for the school to publish new material.

I promise that if I, or members of my family, take photographs or video recordings at a school event, these will be kept for family use only and will not be uploaded to social media.

Parent Name:	
Parent Signature:	
Date:	

Appendix B



CLANDON C of E SCHOOL

A caring community where all can THRIVE

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20th September 2018

Photos on school website

Dear Parents and Carers

We appreciate that you have given consent for Clandon Primary School to publish photos of your child on the school website which includes the school prospectus. For parents and potential parents, the website is an important way of communicating all of the wonderful things that are happening at Clandon.

We would now like to seek your consent to continue using photos of your child on the website, even if your child was to leave the school. We are seeking this consent following changes to GDPR, which came into effect earlier in the year. We will continue to ensure that photos of your child and your child's name are not used together.

Your support in this matter would be greatly appreciated.

Yours sincerely

Mr J Light
Headteacher

Consent to use photos after child has left Clandon C of E Primary School

Child's Name _____

I give permission for photos of my child to be used by the school after they have left. I understand that at no point will my child's name and photo be shown together.

Signed _____ Print Name _____ Date _____