

**KEYHAM BARTON CATHOLIC PRIMARY**  
**SCHOOL**



**USE OF PHOTOGRAPHS/VIDEO**  
**POLICY**

Adopted by Headteacher April 2016  
Review date Summer Term 2019

## Mission Statement



## School Photograph Policy

At Keyham Barton we welcome the safe use of photographic and video images.

- Photographs and video clips add colour, life and interest to school activities and initiatives and help the school community to identify and celebrate the school's achievements.
- Digital images are increasingly being used as a learning tool and provide assessment evidence of a child's learning.
- Families treasure images of their child in the school environment. Photographs published in the press are often the source of great pride.

In recognizing the advantages of technical advances we need to ensure that images must be used in a responsible way. We respect young people's and adults' rights of privacy and are aware of child protection issues. We need to balance the advantages against the risk. Risks can be minimised by following the guidelines detailed in this policy.

## Legal Issues

There are a number of issues regarding the taking of photographs and video recordings of children at school. These are:

1. Use in prospectuses, marketing and publicity materials, websites, decorative posters etc. All such photographs are deemed to be covered by the Data

Protection Act 1998. 'An image of a child is personal data for the purposes of the Act and it is a requirement that consent is obtained from the parent of a child under the age of 18 for any photographs or video recordings for purposes outside the school's core educational function'.

2. Photographs or video recordings taken by the parents, relatives, carers, etc., usually of specific events such as School plays and performances and Sports Days. These, so long as they are for personal use, are not covered by the Act. However they cannot be used for commercial purposes, published, posted on websites or in any way entered into the public domain without the express written permission of all those appearing.

3. The press enjoy special rights under the Data Protection Act, which permit them to publish material for journalistic purposes. The way images are used is controlled by industry codes of practice as well as the law. The aim of this Policy is to address these issues both with compliance to the Data Protection Act and Child Protection.

## **CONSIDERATIONS WHEN TAKING IMAGES OF CHILDREN**

Risk occurs when individual pupils can be identified by their names alongside photographs. Our policy is to follow the DFE advice: "If the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil."

So we will **not** use children's full names alongside their photographs in the school's own printed publications or in video films. However, pupils' first names may be used, and their full names may be given in group situations where they cannot be linked to individuals in the photograph.

The content of photographs can be used or adapted for inappropriate use. Therefore only images of children in suitable dress will be taken.

## **CCTV**

Our CCTV system does record images. These are only outdoors and the images are only used if there needs to be an inquiry into an incident. **Images are wiped after 28 days.**

## **CONSENT**

A consent form will be sent to parents as their child begins Keyham Barton, with a letter outlining the Policy and a guide for parents regarding the taking of photographs at School events, such as Sports Day (See Appendix 1, 2 and 3). Often the press / media attend outside events that children are involved in. Every effort will be made to prevent images being taken that include children for whom there is not consent. If, for any reason, a parent/carer should want to amend/rescind permission, it is their responsibility to contact the school in writing to inform us of their altered preference.

## APPENDIX 1

### Using Photographic Images of Children – Consent Form

Name of Parent or Guardian \_\_\_\_\_

Child's name \_\_\_\_\_

Sometimes we take photographs of children either at the school or when they are involved in organised activities away from the school site. We may use the pictures in school publications, such as the prospectus or website. We may also make video or webcam recordings for use by the school. To comply with the Data Protection Act 1998, we need your permission to photograph or make any recordings of your child. Occasionally, the school may be visited by the news media (usually local newspapers) to take photographs or film of an event at the school. Pupils will often appear in these images, which will be published in local newspapers or even broadcast on television.

Please answer questions below (please circle your answers), then sign and date the form where shown and return it to the school as soon as possible.

1. May we take photographs, videos or webcams of your child and use them (unidentified by their full name):
  2.
    - in school publications. **Yes / No**
    - after your child has left Keyham Barton. **Yes / No**
3. Do you consent to your child being photographed by local newspapers and other news media?

**Yes / No**

*Please note that:*

*a) The Herald generally makes all photos taken available on its website so answering yes to the above question will give permission for your child's image to be placed on the internet.*

3. If you answered yes to the above question do you consent to your child's name being published in the press?

**Yes / No**

*Please note that:*

*(a) newspapers will be asked to avoid using the child's name if their image is put on the newspaper's own website;*

*(b) this consent will also be taken to apply to television images.*

#### **Declaration:**

I have read and understood the school's policy overleaf. My decision on whether to give consent will remain valid throughout my child's time at the school and thereafter, unless I notify the school to the contrary in writing.

I also agree that if I, or members of my family, take photographs or video recordings at a school event, these will be kept for private family use only, will not be used for commercial purposes, put on public display, websites, social media or similar.

Signed: \_\_\_\_\_ (Parent/Guardian)

Date: \_\_\_\_\_

## APPENDIX 2

### KEYHAM BARTON CATHOLIC PRIMARY SCHOOL

#### Using Photographic Images of Children – Seeking Your Consent

Dear Parent or Guardian,

This letter explains why we need to ask for your consent to any photographs that may be taken of your child while he or she is at school. When you have read it, please complete and return the form overleaf to let us know your wishes. (If you want a copy to keep, please write a note on the form and one will be sent to you.)

Generally, photographs of children for school and family use, and occasionally for publication in the local Press, are a source of pleasure and pride and so are to be welcomed. However, we live in an age in which technology has vastly increased the use, and potential misuse, of photographs. The Governors at Keyham Barton Catholic Primary School believe that photography of children at the school should continue, in line with the policy set out below.

#### **The School's Policy**

Our policy is to follow the Department for Children Schools and Families (DCSF) advice: "If the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil." So we will **not** use children's full names alongside their photographs in the school's own printed publications or in video films. However, pupils' first names may be used, and their full names may be given in group situations where they cannot be linked to individuals in the photograph.

With regard to the Press, the school **will** allow local newspapers to take photographs of children, when appropriate, provided that parental consent has been given

It is important for you to tell us your views. The school will not allow your child to be photographed by the Press if you do not wish this. (Please note that 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.) Although it is fairly rare for television companies to visit the school, your consent for newspaper photographs would also apply to television images.

Please complete and return the attached form. If you would like to discuss these matters in more detail, please talk to your child's teacher or another member of staff. If in the future you should wish to change your decision on whether to give consent, you can do so at any time. This form will be completed only once during your child's time at Keyham Barton Catholic Primary School. If, for any reason, you should not to amend/rescind your permission, it is your responsibility to contact the school in writing to inform us of your altered preference.

## **APPENDIX 3**

### **KEYHAM BARTON CATHOLIC PRIMARY SCHOOL**

#### **‘Use Your Camera and Video Courteously’**

#### **A guide for parents who wish to photograph and/or video a school event**

Generally photographs and videos for school and family use are a source of innocent pleasure and pride which can enhance self-esteem for children and young people and their families. By following some simple guidelines we can proceed safely and with regard to the Law.

- Remember that parents and carers attend school events at the invitation of the head and governors.
- The head and governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The head and governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own personal use only. This is a requirement in Law.
- The Data Protection Act 1998 considers an image of a child to be personal data for the purposes of the Act and does not permit such photos or videos to be sold, put on public display or to be put on the web/internet including social networking sites such as Facebook. (Recording or photographing other than for private use would require the consent of all the other parents whose children may be included in the images.)
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events.
- People that school staff do not recognise using a camera or video recorder, may need to have their identity ascertained.