

Redby Primary Academy

Policy for Taking, Using and Storing Images

Introduction

Since the introduction of the Data Protection Act in 1998 schools must be very careful in using photographs, videos and webcams of clearly identifiable people. There is also a need to be aware that, in today's society, there is a greater risk of children being contacted and abused by others from all walks of life. Adults may also be at risk.

This policy deals with the very sensitive issue of taking images and their use by different groups of people including school staff, parents, relatives and the press. It is written with a view to maintaining protection for every child and adult and to ensure that any images, whether photographs, video footage or on webcam, are not misused. In establishing this policy regard is given to the Data protection Act 1998 and to child protection in general.

Aim

All staff has a duty to protect children from any forms of harm or abuse. Our aim is to ensure that full protection is given to every child, whilst also enabling school, parents, relatives and friends to celebrate and record children's experiences.

We also aim to protect our staff and adult helpers whilst also enabling the school to record and celebrate their achievements.

Typical Uses of Photographs

- Key skills for PE where recording evidence is necessary
- Performing arts including dance and movement, concerts, drama performances, parent/carer/carer evenings.
- Sports days and sports fixtures and the use of photographic equipment by parent/carer/carers and carers and children from the other school.
- Media including newspapers and television especially when some editors require children's names when publishing photographs.
- Displays in the establishment of children's activities.
- Publications by the school and by Sunderland City Council.
- School web-site.
- Staff training and professional development activities.
- Publicity material for contractors.
- Site security / CCTV videos.

Photo opportunities:

- When the school invites a newspaper to celebrate an event, the head teacher should make every effort **IN ADVANCE** to ensure that the newspaper's requirements can be met.
- Almost without exception, this means the paper will prefer to publish the full names of anyone in a photograph they print. The only exception to this might be in a larger group shot (e.g.: a group of more than 10 students).
- However newspapers usually prefer to work with smaller groups of students- e.g.: three or four - and for this number names would definitely be required.
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Newspapers will not print anonymous photographs. The school must give thought to this beforehand - and parent/carer permission must be sought.
- This might mean offering only those children whose parent/carer are happy for publication of photographs and names for inclusion in any photo opportunities.
- If this is not possible - for instance because a specific group of students have achieved something, and parent/carer permission re. the publication of full names is withheld for one or more of the group - it might be possible to negotiate a 'first names only' agreement with the newspaper.
- Otherwise the school must be prepared to forego newspaper publicity.

Entitlement

Children:

Children are entitled to:

- ❖ Have their views and feelings taken into consideration,
- ❖ Have a record of events and occasions that they are involved in,
- ❖ Be protected at all times.

Parents:

Parents are entitled to:

- ❖ Be able to take images of their children and their peers and to use these images **for home use only**,
- ❖ Have their wishes respected,
- ❖ Have access to images that school has stored of their children,
- ❖ Enter into an agreement of taking and using images of children,
- ❖ Terminate (in writing) any agreement of taking and using images that they have signed up to.

Staff:

Staff must also be treated in accordance with the Data Protection Act and must:

- ❖ Have their wishes on taking and using images of themselves acknowledged and followed,
- ❖ Have the opportunity to change their mind on any agreement that they may have entered into with the school,
- ❖ Have the right to refuse to take, and use, images of other people.

School:

Following agreement from parents and staff, school is entitled to:

- ❖ Take, and use, images of people,
- ❖ Invite the press to events,
- ❖ Use, and store, images as described in school guidelines and information for parents,
- ❖ Terminate (in writing) agreements with parents and staff,
- ❖ Change its policy at such times as are considered necessary and appropriate (such changes to be notified to parents and staff).

School Photographer

Class and individual or group photographs are annual school events. Parents are asked in advance whether or not they wish their children to be included in these events. Reputable commercial photographers are involved and the law allows them to retain the copyright in the photographs.

Parental consent

A parental consent form is completed at the beginning of each school year to ensure that parental wishes are adhered to.

Vulnerable Pupils

The school is aware of the necessity of ensuring that children who are especially vulnerable are safeguarded in respect of the use of their image.

Outcomes

In following policy and guidelines we will ensure that every precaution is taken to prevent misuse of images of any child and member of staff and that no one is put at risk or harmed by persons known or unknown.

Compliance with the Single Equality Legislation

We aim to;

- Promote equality of opportunity for all members of our school community regardless of gender, ethnicity and disability
- Ensure that all services and provision, teaching and learning experiences promote equality of opportunity between genders, ethnicity, disability and challenge stereotypes.

As a school we have prepared and published a Single Equality Scheme.

We will continue to;

- Gather and use information on how the school's policies deliver equality across the school and address the outcomes identified within the Public Sector Equality Duty.
- Assess the impact of current practice to ensure that neither sex is disadvantaged by school action, any particular ethnicity or by disability.
- Implement the actions identified in the Single Equality Scheme within other strategic documents, such as School Development Plan and inclusion policies.
- Ensure that all teaching and learning experiences comply with the Equality Act 2010.

This policy has been written with consideration of current legislation and will be reviewed again in July after further training to ensure that it is compliant with the new code of practice.

Linked Policies

Behaviour Management

Single Equality scheme

Inclusion

Safeguarding Children and Young People

SEN

Attendance

Admissions

Signed: *M. A. Wight*

Head teacher

Signed: *P. Curtis*

Chair of Governors