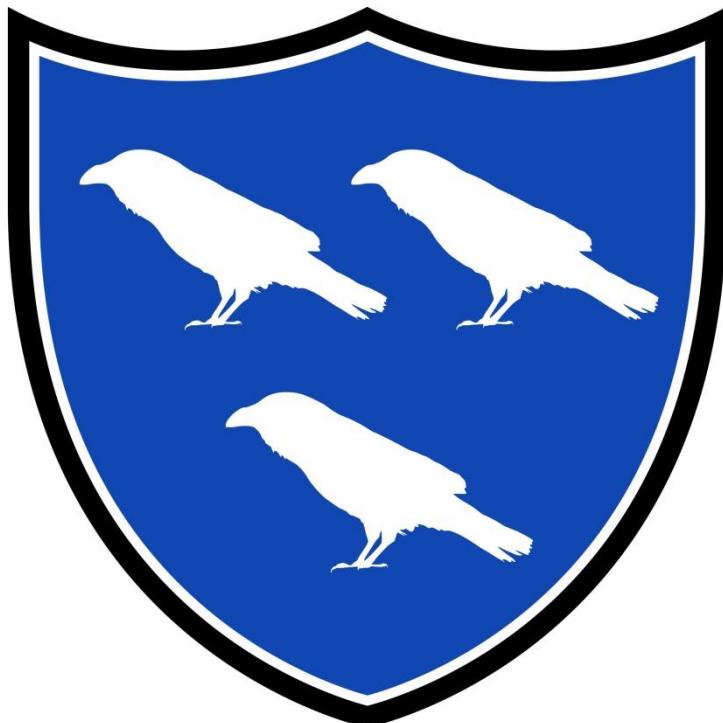


Valley Primary School



Safe Use of Images Policy

Updated: September 2017

Review Date: September 2019

Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

At Valley Primary School Academy Trust, every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs.

This policy applies to the use of photographs in school as part of pupils' work, display purposes, publicity materials in school-produced documents, the school website and the press.

The Data Protection Act

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images requires the consent of either the individual or, in the case of pupils, their legal guardians.

All images taken by the school will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:

- Fairly and lawfully processed;
- Processed for limited, specifically stated purposes only;
- Used in a way that is adequate, relevant and not excessive;
- Accurate and up to date;
- Kept on file for no longer than is necessary;
- Processed in line with an individual's legal rights;
- Kept securely;
- Adequately protected if transferred to other countries.

Purpose of taking and using images of pupils at Valley

In the majority of cases, taking and using images (including video footage) of pupils at Valley is used to enhance the learning experience, evidence achievement or publicise curriculum work or events through the production of newsletters, website and social media publications and school-based displays.

Consent

Parents and Guardians are asked to give their consent for their child's image to be taken and used in the various forms as part of completion of the school's admission form. Parents are reminded of the consent that has been given annually in the Meet the Teacher event and are advised to contact the school office should they wish to update their consent.

A data base is kept of the parental consent given and this is shared with staff at school. Consent is also sought from the pupils themselves and, where there is significant disagreement between the pupil and parental consent, this will be discussed with the parent / guardian.

If two parents disagree over consent, then it will be treated that consent has not been given. Likewise, if parents give consent but the pupil does not, then it is safer to assume that consent has not been given.

No image will be taken or used if the pupil displays discomfort during the process or display distress at a specific image being published.

The definition of a public place includes areas where visitors to the school have access.

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot.

Images Produced by Pupils

Increasingly, as part of the wider curriculum at Valley, pupils will take photographs and video footage of each other as part of the learning process. Only school-based devices such as the i-pads will be available for this purpose and pupils in Years 5 and 6 are not permitted to use their mobile phones to photograph other pupils during school activities at any time.

The Acceptable Use contract that all pupils sign each year addresses the appropriate behaviour relating to pupils taking and using images of other pupils and staff.

The use of photographic devices in sensitive areas such as toilets and changing areas is strictly forbidden.

Images taken by pupils for official use will be carefully controlled by staff to ensure the images are appropriate and the relevant consent has been obtained.

Storage of Photographic Images

All images of pupils and staff are saved on the school's secure server. Images can only be taken off site on an encrypted device. Staff are not permitted to use their personal devices to take and store images of pupils.

Images of pupils who have left the school will be removed from the school server and destroyed.

Use of Images by Parents / Guardians

Parents and Guardians are permitted to take photographs and video footage at school events for private use only. Staff offer reminders of this at the beginning of school events such as class assemblies and nativity plays.

Parents and Guardians are only permitted to take photographs and video footage in designated areas within the school.

Images taken for the private use of parents and guardians do not fall under the jurisdiction of the Data Protection Act.

Child Protection

Valley Primary School Academy Trust understands that it, in some cases, it is not appropriate to publish of the image of pupil.

Where a pupil is subject to a court order, the publication their image will be discussed with the parents, guardian or relevant authority.

Consent for the publication of images relating to a looked after pupil will be sought from the placing authority.

The Headteacher, or delegated Senior member of staff, reserve the right to ban, where necessary, all forms of photography or video recording in order to safeguard a pupil(s) who are subject to child protection proceedings.

Good Practice Guidelines

When making and using images of pupils at Valley, staff should follow the good practice points below:

- Avoid naming the pupils in all images that are published especially on the school website
- In newsletters, where it is deemed necessary to name the pupil eg prizewinner, then the pupil's first name only should be used
- Remain sensitive to any pupil who appears uncomfortable about having their photograph taken or being recorded
- Avoid taking photographs in one-to-one situations
- Ensure all pupils are appropriately dressed (shorts and T-Shirt are a minimum)
- Use photographs that demonstrate the diversity of the school community
- Do not use images or recordings that are likely to cause distress, upset or embarrassment
- Photographs of pupils who have left the school should not be used
- Only use school-based devices to record images of pupils – under no circumstances are staff allowed to use their own mobile phones or photographic devices
- All images should be made available for scrutiny and staff should be able to justify the images they have in their possession
- No images of pupils should be recorded in changing areas, toilets or dormitories
- A member of the Senior Leadership Team should be consulted before making and using an image of a pupil who is subject to child protection proceedings
- Under no circumstances should staff photograph accidental or non-accidental injuries on a pupil's body. The school's Safeguarding Policy should be followed if a staff member has any concerns relating to the welfare of a pupil

Use of the Press or Filming of Events

From time to time, local or National press visit the school to publicise aspects of life at Valley. In all cases of the media or the press visiting, parents will be informed of their presence and the purpose of the intended publicity. On these occasions, a separate consent form will be published for parents to sign. Every effort will be made to ensure the press abide by any specific guidelines requested by the school and no responsibility or liability can be claimed for situations, beyond reasonable control, where the school is to be considered to have acted in good faith.

Portrait Photography

Twice yearly, a professional photographer is welcomed to Valley to take individual & family portraits as well as the annual class photographs. While the school cannot be held responsible for issues such as copyright, all professional photographers are expected to work in accordance with this policy and all other school policies relating to safeguarding.

The school will undertake the necessary checks on all photographers and seek to ensure that they comply with the data protection act.

Parents will always be informed in advance of any portrait photography session. Pupils will be supervised at all times by a member of school staff while the portraits are taken and they will also ensure that those pupils whose parents have not given consent are not photographed.

