



USE OF CHILDREN'S IMAGES POLICY

*The word images is used here to include photographs, digital photographs, webcam, film and video recordings

1. Introduction

Sprowston Junior 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 Head Teacher 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 increased risk.

Through this policy we aim to respect young people's and parents' rights of 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.

2. Our approach

- Photographs, video images and audio recordings of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. We will not use images of identifiable individuals for school publicity purposes without the consent of pupils' parent, guardian or carer.
- In seeking consent we will ensure that parents are clear why we are using a child's image or recording, 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 and the exact use of the images.
- All images will be stored securely and used only by those who are authorised to do so.

3. Child protection

We will only use images of children in suitable dress. The Head Teacher 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 child protection designated teacher (HT), the LA, 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.

4. Websites/Social Media

We will adopt the same principles as outlined above when publishing images or recordings on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images or listen to recordings, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website and on the school blogs/social media pages.

Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education website.

5. Mobile phones

Staff cannot use personal mobile phones to take pictures of the children in school. They are able to use their phones to take pictures of displays and other aspects of school life but the picture must not have any children or adults in it.

6. External photographers and events

If the school invites or permits an external photographer to take photographs within 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.

Photographers are instructed on whether permission has been given by all parents/cares for their child to be photographed. If permission is not given by all parents then either no photographs will be taken, or the children for whom consent has not been given will be removed from the photographs.

Photographs taken by journalists are exempt from the Data Protection Act, as newspapers are subject to strict guidelines governing the press. Consent is sought for local media and specific consent will be sought for any stories involving national media outlets.

The same conditions above will apply to **video-recording**, or **audio-recording** of events.

Policy written: January 2020:
Agreed by staff:
Agreed by Governors:
Monitored by: Headteacher

Renewal date: