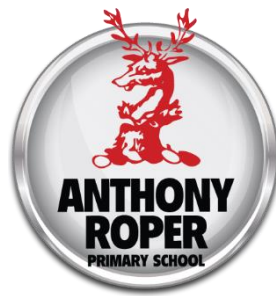


The Anthony Roper Primary School Image Use Policy



Key Details

Designated Safeguarding Lead: Lynda Newton, Headteacher

Online Safety Lead: Sandra Goodwin, Deputy Headteacher

Named Governor with lead responsibility: Chris Dee

Date written: January, 2020

Date agreed and ratified by Governing Body: February, 2020

Date of next review: January, 2021

This policy will be reviewed **at least** annually. It will also be revised following any concerns and/or updates to national and local guidance or procedures.

1. Policy Aims

The purpose of this policy is to set out general rules about the capture and distribution of images of children, and to give staff and parents guidelines on the subject. It applies to activities on school premises or as part of off-site events or trips.

The policy refers to any kind of image capture, still or moving, obtained by any photographic device including still image cameras, video cameras and photographic enabled mobile phones.

This policy is part of our strategy for safeguarding children within our care. It complies with *Keeping Children Safe in Education (KCSIE) 2019* and should be read in conjunction with other policies, notably:

- Online safety
- Acceptable Use of Technology
- Mobile Technology and Social Media

2. Policy Scope

Every reasonable effort must be made to minimise the risk of inappropriate capture and distribution of photos and images. This includes:

- securing parental consent for the use of images of their children
- not using photographs of children or staff who have left the school without their consent
- ensuring that children and staff are appropriately dressed
- ensuring that children's names are not used alongside images
- not using an image of any child who is subject to a court order
- storing images securely with appropriate access controls

3. Safeguarding

There may be a risk to the welfare of children when individual children can be identified in photographs. For that reason, we have developed this policy to make every effort to minimise risk.

Where the capture or distribution of images of children raises a safeguarding concern, the Designated Safeguarding Lead (Lynda Newton) must be contacted immediately. Further details on safeguarding procedures are available in our Child Protection policy.

4. Data Protection Act

Photographs and video images are classed as personal data under the terms of the Data Protection Act 2018 and GDPR (General Data Protection Regulation) 2018. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians. In line

with GDPR, everyone responsible for using data has to follow rules. They must make sure the information is:

- used fairly and lawfully
- used for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary
- handled according to people's data protection rights
- kept safe and secure
- not transferred outside the UK without adequate protection

5. Photography and image capture in school

Images of children may be captured as part of the educational process. Recordings of pupils for school purposes will only ever be taken using official school equipment or by a designated external professional. Staff must not take or transmit any recording of pupils on any personal device. Staff should also be aware that taking photographs of colleagues using personal devices should only happen with the permission of that member of staff.

Images of pupils or staff must not be displayed on websites, in publications or in a public place without specific consent. 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.

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

5.1 Photography and image capture by parents

As a general rule no parent or visitor is permitted to use a camera (including a mobile phone's camera facility) whilst on school premises. However, the Data Protection Act and GDPR does not apply to photographs or films taken for personal use by family and friends and it is usual for parents to want to take photographs and videos of children at school events.

Exceptions to this rule are therefore made for specific events such as plays, concerts or sporting events. We strongly advise parents against the publication of any such photographs on social media, and we will request parents to remove any such material if we deem it illegal, harmful or inappropriate in any way.

5.2 Photography and image capture by pupils

Staff will supervise and maintain control over any photography or recording that pupils do during on-school or off-site activities.

6. Publicity

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs to promote the school 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.

7. Monitoring

It is the responsibility of all school staff to support and monitor this policy. Any concerns should be brought to the attention of the Designated Safeguarding Lead (Lynda Newton).