

Ryarsh Primary School

Photographic Image Use Policy

Scope and aims of the policy

- This policy seeks to ensure that images and videos taken within and by Ryarsh Primary School are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- This policy must be read in conjunction with other relevant school policies including, but not limited to; safeguarding and child protection, anti-bullying, behaviour, GDPR and data protection, Acceptable Use Policies and relevant curriculum policies including computing, Personal Social and Health Education (PSHE).
- This policy applies to all images, including still and video content taken by Ryarsh Primary School.
- All images taken by Ryarsh Primary School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:
 - fairly, lawfully and in a transparent manner
 - for specified, explicit and legitimate purposes
 - in a way that is adequate, relevant limited to what is necessary
 - to ensure it is accurate and up to date
 - for no longer than is necessary
 - in a manner that ensures appropriate security
- The Data Protection Officer (DPO) within the school, Rachel Rowland, supported by the DSL and senior leadership team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of the Image Use Policy.

Parental consent

- Written permission from parents or carers will always be obtained before images and/or videos of children are taken, used or published.
- Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from parents will be kept by the school where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.
- Parental permission will be sought on admission to the school.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Safety of images and videos

- All images taken and processed by or on behalf of the Ryarsh Primary School will take place using school provided equipment and devices.
- Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.
- All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Images will not be kept for longer than is to be considered necessary. The DSL will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All images will remain on site, unless prior explicit consent has been given by both DPO and DSL and the parent or carer of any child or young person captured in any photograph.
 - Should permission be given to take any images off site then all relevant details will be recorded, for example who, what, when and why and data will be kept securely for example with appropriate protection.
- Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably protected.
- The DPO and/or DSL reserve the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Only official school owned equipment and cameras will be used by staff to capture images of children for official purposes. Use of personal equipment and cameras by staff is prohibited.
- Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
- Ryarsh Primary School will ensure that images are always held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
- Photographs will be disposed of should they no longer be required. They will be deleted or shredded as appropriate. Copies will not to be taken of any images without relevant authority and consent from the DPO, DSL and the parent/carer.

Publication and sharing of images and videos

- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.
- Images or videos that include children will not provide material which could be reused.
- Children's full names will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos.
- Ryarsh Primary School will not include any personal addresses, emails, telephone numbers, fax numbers, on video, on the website, in a prospectus or in other printed publications.

Usage of apps/systems to share images with parents

- Ryarsh Primary School uses Target Tracker home link to upload and share images of children with parents in our Reception class.
- The use of the system has been appropriately risk assessed and all data stored is held in accordance with GDPR and the Data Protection Act.

- Images uploaded to Target Tracker will only be taken on school devices.
- All users of Target Tracker are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems after use etc.
- Parents/carers will be informed of the expectations regarding safe and appropriate use (e.g. not sharing passwords or copying and sharing images) prior to being given access. Failure to comply with this may result in access being removed.

Safe Practice when taking images and videos

- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The school will discuss the use of images with children and young people in an age appropriate way.
- A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas etc

Use of webcams

- Details on the use of webcams can be found in the remote learning AUP.

Use of photos and videos of children by others

Use of photos and videos by parents/carers

- Parents/carers are permitted to take photographs or video footage of events for private use only.
- Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
- Parents/carers are only permitted to take or make recording within designated areas of the school. Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas etc.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the school DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

Use of photos/videos by children

- Ryarsh Primary School will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc.
- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the school's online safety policy.

- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed. For example, they will be for internal use by the school only and will not be shared online or via any website or social media tool.
- Photos taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the school.

Use of images of children by the media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's, or other relevant media, requirements can be met.
- A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

Use of external photographers

- External photographers who are engaged to record any events will be prepared to work according to the terms of the schools online safety policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
- Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people.

Useful Contacts

- Kent County Council's Online Safety Guidance and Information for Education Schools:
www.kelsi.org.uk/child-protection-and-safeguarding/e-safety
- Kent County Council's Access to Information Content
www.kelsi.org.uk/school-management/data-and-reporting/access-to-information

- Kent County Council Education Safeguards Team Content: www.kelsi.org.uk/child-protection-and-safeguarding
- ATL Help and Advice on CCTV and other surveillance: www.atl.org.uk/help-and-advice/school-and-college/CCTV.asp
- ICO Code of Practise for CCTV: <https://ico.org.uk/media/for-organisations/documents/1542/cctv-code-of-practice.pdf>
- ICO Sector Guide for Education: www.ico.gov.uk/for_organisations/sector_guides/education.aspx
- ICO Information on Data Protection Act for Organisations: www.ico.gov.uk/for_organisations/data_protection.aspx
- United Kingdom's Copyright Licensing Agency: <http://www.cla.co.uk/>
- International Federation of Reproduction Rights Organisation: <http://www.ifrro.org/>

Policy adopted by Governing Body	Autumn Term 2021
To be reviewed	Autumn Term 2024
Signed by Head Teacher	
Signed by Chair of Governors	

Dear parents/carers

This letter explains why we will need to ask for your consent before we are able to take photographs of your child during their time at Ryarsh Primary School.

Generally photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording education activities
- recording their learning and development progress
- recording and celebrating special events and achievements

We will also encourage children to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other.

We do however recognise that with the increase use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We have a specific policy regarding the use of images and also include the safe use of mobile phones and personal devices as part of our online safety policy, which you are welcome to view or take a copy of at any time.

To comply with the General Data Protection Regulations (GDPR) and the Data Protection Act, we need your permission before we can photograph or make any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the school.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely,

Daniel Childs
Headteacher

Parental Consent for Images – Conditions of Use

- This form is valid for the period of time your child attends Ryarsh Primary School. The consent will automatically expire after this time. We will not re-use any photographs or recordings after your child leaves the school without additional consent.
- We will not use the personal information or full names (first name and surname) of any child in a photographic image or video on our website, online, in our prospectus or in any of our other printed publications. If we use photographs of individual children, we will not use the full name of that child in the accompanying text or photo caption. If we name a child in any text, we will not use a photograph of that child to accompany the article.
- We may use group photographs or footage with general labels.
- We will only use images of children who are suitably dressed.
- We will discuss the use of images with children in an age appropriate way and to role model positive behaviour.
- This consent can be withdrawn by parent/carer at any time by informing the school in writing.

	Please Circle as Appropriate
May we use your child’s image in displays around the school?	Yes / No
May we record your child’s image or use videos for assessments, monitoring or other educational uses within the school? These images or recordings will be used internally only.	Yes / No
May we use your child’s image in our prospectus and other printed publications that we produce for educational and promotional purposes?	Yes / No
May we use your child’s image on our official school/school website?	Yes / No
May we use your child’s image on our official social media channels? (Twitter)	Yes / No
May we record your child’s image on webcam for appropriate curriculum purposes?	Yes / No
Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the school?	Yes / No
Are you happy for the school to print images of your child electronically?	Yes / No
I give permission for my child to have a school photograph taken. I understand this printed/digital photograph can be purchased by parents.	Yes / No
I give permission for my child to be included in the School’s annual formal clubs and/ or whole school photograph. I understand this printed/digital photograph can be purchased by parents.	Yes / No

- I have read and understood the conditions of use and I am also aware of the following:
 - Websites and social media sites can be viewed worldwide; not just in the United Kingdom where UK law applies.
 - The press are exempt from GDPR and Data Protection Act and may want to include the names and personal details of children and adults in the media.
- I/we will discuss the use of images with our child/ren to obtain their views, if appropriate.
- As the child’s parents/guardians, we/I agree that if we/I take photographs or video recordings of our child/ren which include other children, then we will only use these for our personal use.

Name of Child:Date:

Parent/Carer Name:

Parent/carer’s signature:

Child’s Signature (if appropriate):.....

Ryarsh Primary School Guide to the Use of Images Online

Using Images Safely and Responsibly

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social networks, such as Facebook, YouTube and many other websites. This means that we can easily share our photos and video with family and friends.

Whilst this can be very useful to all of us, we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

What should we all think about before posting any images or video online and are there any risks?

- Once posted and shared online any image or video can be copied and will stay online forever.
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
- Some children are at risk and **MUST NOT** have their image put online; not all members of the community will know who they are.

Therefore in order to keep all members of the community safe we must all **'Think Before We Post'** Online

At Ryarsh Primary School we are happy for parents and carers to take photos and video of events for personal use but request that these images are not distributed or put online. This is to protect all members of the community.

We thank you for your support.

Further Information on the Use of Images and video:

- Information Commissioner's Office: <https://ico.org.uk/for-organisations/education/>
- Think U Know: www.thinkuknow.co.uk/parents
- Get Safe Online: www.getsafeonline.org