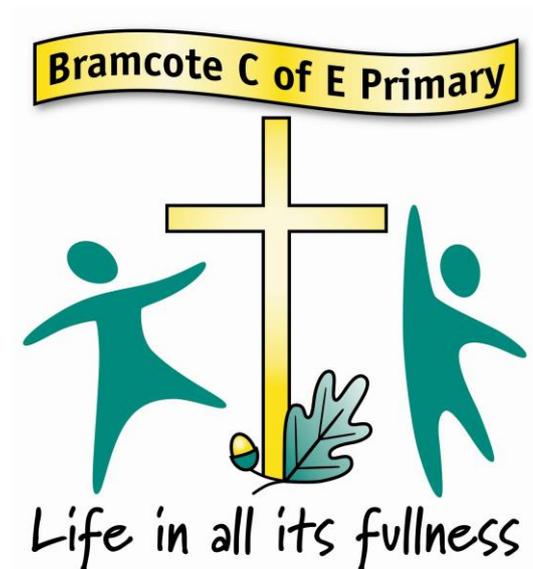


BRAMCOTE C OF E PRIMARY SCHOOL



SAFE USE OF CHILDREN'S IMAGES POLICY

May 2017

SAFE USE OF CHILDREN'S IMAGES*

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

1. Introduction

Bramcote C of E Primary School believes that the responsible use of children's images makes a valuable contribution to the life of our school. This can increase pupil motivation; staff morale and help parents and the local community identify and celebrate the school's achievements.

Through this policy we aim to respect young people's and parents' /carers' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of data protection, child protection and safeguarding issues.

2. Data protection

Under the terms of the Data Protection Act 1998, we will not use images of pupils (or staff) for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer. This includes the publication such as the school prospectus, school website or in areas of school where visitors have access.

3. Parental Consent

In seeking consent we will ensure that parents / carers are clear why we are using a child's image, 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.

All images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left the school; these images are securely archived.

On admission of a pupil to the school, parents / carers will be asked to sign a Consent Form for Children's Images (See Appendix 1), which clearly defines the contents of this policy in particular:

- I. How and where images will be used
- II. The period of consent
- III. The storage and deletion of images

The school will contact parents/ carers annually giving them the option to change their preferences. The can, of course be done at any time during the school year by contacting the school office.

4. The Use of Images of Individual Children

Bramcote C of E Primary School will ensure that:

- Consent is obtained from parent / carer using the Child Images Consent Form.
- We will only use images of children in suitable dress. Photographs of children engaged in PE or Swimming Present a greater risk of potential misuse. In these cases the content of the photograph should focus on the activity, not a particular child and should avoid full face and body shots. (e.g. photographs of the children in the pool, or from the shoulders up, would be appropriate)
- Images of a child who is subject to a court order will not be used.
- Images are securely stored only on equipment or storage media belonging to Bramcote C of E Primary School.
- Personal cameras and phones belonging to staff will not be used to take images of pupils
- School cameras and iPads are used.

5. Video and Filming

The appropriateness of photographic images outlined in section 4 also applies to video and film images. The teachers use school iPads to make a record of the activities and events that children are involved in during the day. These may be used as a post on the school Dojo, which is secure and can only be seen by parents within their child's class.

We recognise the parents or other family members may want to photograph or video e.g. class assemblies, school productions, sports day. As long as the images are intended for family or private use there is no breach of the Data Protection Act. Parents are advised not to share images of other children on social media such as Facebook or Twitter. The school reserves the right to ask any individual to stop using a camera if they are not known to the school, if they become intrusive or if they appear to be invading children's privacy.

6. Websites

We will adopt the same principles as outlined above when publishing images 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, 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.

7. Camera Phones

Camera phones may be used at school events as outlined in sections 4 &5. It is not acceptable for camera phones to be used under any other circumstances.

It should also be noted that staff working with children who need support to go to the toilet or in some cases when changing a child, should not take a mobile phone or camera with them. Any staff members who are aware of such practice should inform the designated person for child protection as soon as possible.

8. 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 a visitor badge 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.
- Only use a photographer employed by Wrates to take the children's individual and group photographs wears his own company ID badge with his DBS number on it.

Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.

9. Equality, Diversity an Inclusion

At Bramcote C of E Primary School, we aim to ensure that no member of the school community experiences harassment, less favourable treatment or discrimination within the learning environment because of the their age; any disability they have; their ethnicity; colour or national origin; their gender; their religion or beliefs.

We value diversity of individuals within our school and do not discriminate against anyone because of their differences. We believe that all children matter and we value their families too. We give our children every opportunity to achieve their best by taking account of our children's range of life experiences when devising and implementing school policies and procedures.



Bramcote C of E Primary School
Child Images Consent Form



Conditions of use:

In accordance with our Safe Use of Children's Images Policy; Bramcote C of E Primary School would like to take photographs and video recordings of pupils whilst they attend the school, for the purpose of celebrating achievements, marking special occasions and highlighting events in school. Still or moving images may be published on our printed publications e.g. school prospectus, newsletter or on our external website (www.bramcotecofeprimary.co.uk)

They may also be used to promote the good educational practice of the school to other teachers, i.e for training purposes within the Local Authority or DFE.

Children's names will never be published alongside their photograph externally to the school unless permission has been given by parents or carers. Names may be used internally for example on a display.

Images may also be published for internal use only as part of children's regular classroom work e.g. on classroom displays, within multimedia projects, on class Dojo, presentations to parents in assembly.

Electronic images will be stored securely on the schools network which is password protected and only accessible by authorised users.

We will only use images of children who are suitably dressed, to reduce the risk of such images being used inappropriately.

We understand that from time to time parents / carers and family members may want to take photos and videos to record special events in their child's school to serve as mementos. The school relies on the goodwill of all parents/ carers and family members to uphold responsible use of these images for the safety and benefit of all of our children and not to upload onto social media.

Before using any images either photograph or video we need to have your permission. Please answer the questions below, then sign and date the form.

Please return the completed form to the school office as soon as possible.



CONSENT
USE OF PHOTOGRAPHS AND IMAGES

At **Bramcote C of E Primary School**, to comply with the Data Protection Act 1998, we need permission of parents / carers before we can use any images either photograph or video we have taken. Please complete the declaration below indicating whether or not you agree with the following statements.

A full copy of the school's Safe Use of Children's Images Policy is displayed on within the policy section on our website (www.bramcotecofprimary.co.uk).

Name of child				
Name of parent / Carer				
1. May we use your child's photograph in printed publications produced by Bramcote C of E Primary School?	Yes		No	
2. May we use your child's photograph on the school internet website:				
a) As part of a large group or whole school activity?	Yes		No	
b) Showing an individual activity? (e.g. holding a certificate, trophy?)	Yes		No	
<i>Please note that the above points are very important ways of promoting the activities of the school and celebrating the many wonderful achievements of our children, the school greatly appreciates your support with this.</i>				
3. May we allow your child's photograph to be used for publication in a newspaper? (e.g. as part of a school team or record of a school event)	Yes		No	
<i>Please note that the use of photographs in newspapers is subject to strict guidelines and parents should not have particular concerns about their use.</i>				
4. May we use photographs or videos of your child's participation in learning activities internally as part of the regular curriculum work of the school?	Yes		No	
5. May we use photographs or video containing your child on the occasions we share good educational practice with teachers from other schools or the Local Authority?	Yes		No	
<i>This form is valid from the date of signing until your child leaves the school, but you will be asked annually if you still agree with the terms set out above, you have the right to change your mind at any point in the year and can do this by informing the school office in writing. Photographs and videos will be securely archived after your child has left the school but will not be re-used or re-published externally without renewed consent. Archiving provides a valuable record of the school's history for future generations.</i>				
<i>We recognise that Parents / Carers and family members will wish to record events such as school plays, sports days etc. to celebrate their child's achievements. Bramcote C of E Primary is happy to allow this on the understanding that such images/ recordings are used for purely personal family use and will not be uploaded to Facebook or other social media websites.</i>				
SIGNED: Parent / Carer			DATE:	

PLEASE RETURN TO THIS FORM TO THE SCHOOL OFFICE