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**CPD SCHOOLS**  
FEDERATION

Striving for Excellence

# **POLICY FOR USE OF PHOTOGRAPHIC AND VIDEO IMAGES**

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# CPD SCHOOLS FEDERATION

## Policy for Use of Photographic and Video Images

### 1 Introduction

1.1 There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

1.2 Under the terms of the General Data Protection Regulations, 2018, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

1.3 Images may be used for a range of purposes including: teaching and learning, promotional materials and administration and management.

### 2 Parental permission

2.1 All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed (professionally or by staff) while taking part in school activities, and for the image to be used by the school. This form will be given to the parents or guardians of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

2.2 All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

### 3 School performances

3.1 We will allow professional and parental video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent.

3.2 The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images.

### 4 The Internet

4.1 Only appropriate images will be used on the school internet site, and children will not be identified by their personal details, except their name when appropriate, on the school website.

### 5 Mobile phones

5.1 We do not allow children to bring mobile phones into school. This policy applies to the use of mobile phones as cameras in all circumstances. We have a detailed policy on phones and other electronic devices. Staff should only take pictures / record images on school devices.

## **6 Use of digital cameras**

6.1 There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work or geography or science fieldwork.

6.2 Images will be made only as appropriate for school-related activities.

6.3 Children will be taught how to take pictures, but we will discourage them from taking pictures of each other, and they will be supervised by an adult when they have access to a digital camera.

6.4 The school will not store digital images any longer than for their immediate use or the end of the academic year.

## **7 Media publications**

7.1 Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. In this situation, where children's images might be made public, the school will inform parents of the event in advance, and allow them to withdraw their child from the event if they so wish. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

## **8 Ownership of Images and Footage**

8.1 Any images collected by employed staff during school time and events are 'owned' by the school and it remains the school's responsibility to store or delete the images securely once they have been used and never to pass on images to a third party. No rights to images can be claimed by outside agencies or the representatives of individuals. The school reserves the right to not allow images of the school and its community to be used for any purpose beyond education of the pupils, regardless of parental consent, if there are overriding reasons.

8.2 Employees of the school may **temporarily** store school related images on their laptops and PC's at home only as part of their work for the school, provided that the images are not altered or transferred in any way that may make any individual become vulnerable. Employees must delete school related images from their machines once the task is completed.

## **9 Monitoring**

9.1 This policy will be monitored and revised as appropriate, and not more than three years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the Executive Headteacher.