



Use Of Images Policy



Purpose of policy

This policy sets out how Barnston Primary school will ensure the safety and welfare of children, young people and/or vulnerable adults in our care when making photos/images of them.

Policy Application

Our policy applies to all staff, governors and volunteers working at the school as well as Visitors.

Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to what they do at school. Making use of photographs for publicity materials and to promote the school in the press 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 (Appendix 1).

In May 2004, section 45 of the Sex Offences Act 2003 amended Section 1 of the Protection of Children Act 1978 by raising the age of a 'child' from 16 to 18. This means it is now an offence to 'take, make, allow to take, distribute, show, possess with intent to distribute, or advertise indecent photos or pseudo photographs of children under the age of 18.

Barnston Primary School recognises the need to respect children's and parents' rights of privacy and is aware of potential child protection/Safeguarding issues.

Images taken by parents, legal guardians or family members at a school event:

We allow the filming of events in school. We also allow families to use cameras and take still photographic images of their own children. As it can be the case that other children are captured in images, families are required to sign to state that the images they capture will be used appropriately (see appendix 2). If families do not adhere to these guidelines then they will be refused entry to school events.

Images for school publications:

- The school will only take and use images that are appropriate and are considered to not be open to misuse.
- If an image of a child is used, the child's name **will not** be published. If a name is published, **no image will be used** without specific consent.
- Children and their parents/legal guardians will be made aware of why their picture is being taken and how it will be used.
- The school will ensure that images of a single child with no surrounding context of what they are learning or doing will be avoided.
- Children and parents should be encouraged to recognise the value of group photographs.
- The school recognises that images must not be used to cause distress, upset or embarrassment.

- The school will use photographs that represent the diversity of the children/young people participating.
- Images will be kept securely and held by the school for the duration of the pupil's time there, after which, they will be destroyed.
- Images of children from the school will not be used to illustrate controversial subjects.

Images for the school website and/or VLE:

- School websites/VLE are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names.
- The storage of electronic images will be regularly reviewed by a senior member of Staff in the ICT policy.

Images taken during PA events:

The PA hold a number of events in school – Christmas fair/disco etc. For these events families are permitted to take photographic images.

Images of children who are vulnerable:

The school has several pupils who are considered to be vulnerable and it is important their images are not recognizable.

Webcams:

- Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.
- A webcam will only be used in appropriate circumstances such as a normal class setting.
- Both children and teachers will be made aware of when a webcam is in use.

CCTV:

- The school will use CCTV in some areas of school property as a security measure.
- Cameras will only be used in appropriate areas and there will be clear signage indicating where it is in operation. For Further guidance please contact the Governing Body.

Children photographing one another:

- Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities.
- Children are not permitted to bring their mobile phones or cameras into school.
- If it is found that cameras or camera phones have been misused, the school will follow the disciplinary procedures as outlined in our behaviour policy. In some cases it maybe necessary for Barnston Primary School to contact children's social care and/or the police.

Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.