

West Earlham Infant and Nursery School
Safe use of images policy

The purpose of this policy is to set out the school's position in relation to the safe use of images particularly in relation to photography and video images taken by staff, parents, children and visitors. Increasingly, technology is making it easier to use pictures and images in news and media, printed materials or on websites. Along with this increased freedom, West Earlham Infant and Nursery School believes that it has a responsibility to ensure that individual and parental rights are respected, and that vulnerable individuals are protected from risk or exploitation.

1. RATIONALE

- a. We believe that parents have the right to record memorable moments within their children's school lives in photographs and/or video, where appropriate. In deciding whether or not it is appropriate to allow the use of photography and/or video it is important to ensure the protection of the children in our care. There are occasions where it would not be appropriate for photographs to be taken of children in school, for example, when swimming or getting changed before or after a performance. It is therefore important that there are clear guidelines for the taking of images.

NB - The use of the word 'images' in this policy applies to both photography and video, although, in most cases only photographs are used.

2. OPPORTUNITIES FOR PHOTOGRAPHY/VIDEOING

- a. There are many times in the school year when photography is used, including:
- i. Performances and events
 - ii. Special days or occasions
 - iii. School trips and outings
 - iv. Professional individual and class/school photographs
 - v. For the School Prospectus
 - vi. To display within the school
 - vii. For press releases
 - viii. For the school Website

3. THE USE OF IMAGES

- a. There are different ways in which these images will be used, i.e.
- i. Images taken and used personally by parents
 - ii. Images which may be displayed in and around the school
 - iii. Images which will be shared with others in the school community
 - iv. Images which are available to a wider audience such as those in press releases or on the school website/Facebook page

This policy intends to clarify arrangements for the use of images and consent required in each of these circumstances.

- b. **Parents' use of images:** When parents attend events and performances within school, they may take photographs of their children for their own use. Photography/videoing will not be permitted in areas where children are changing into costumes/PE kits etc. We ask families not to share images of other children on Social Media but cannot enforce this.
- c. **Use of images within school:** Parental permission will be sought through a consent form completed on admission to the school, for the use of photographic/video images within the school. Such images will only be displayed inside the school building or on Social Media, Websites or Blogs' unless families indicate otherwise. CCTV is used to monitor the school grounds and buildings. Footage from CCTV can be used to look further into safeguarding concerns and allegations of illegal activity.
- d. **Staff:** Staff will not take images on personal devices or use these to create images of children.
- e. **Sharing images with the school community:** This includes images used within school publications such as school newsletters, to share information/celebrations with parents of children in the school. Parental permission will be given through the consent form completed on admission, for the use of images in these

circumstances. Personal information, such as names, will not be included unless permission has been sought separately.

- f. **Sharing images with a wider audience:** Images used within the press will only be used where it is of benefit to the school, e.g. in demonstrating an aspect of the school which is most effectively displayed with children in the picture. Examples of this might be: publicising school successes such as winning an award; showcasing events such as performances; and for visits made to the school by 'VIPs' such as the local MP or celebrities. Parental permission for such images will be through the admissions consent form unless personal information, such as pupil names, are to be used, in which case permission will be sought separately.

4. PARENTAL CONSENT

- a. Parents of children attending the school will be asked to complete a consent form upon admission. This consent will be valid for the full time the child attends the school. Once consent has been received, the school will use images as permitted within this policy. No further consent will be sought by the school unless requesting permission to include a child's name, e.g. in a newspaper article. Parents may change their consent options at any time by requesting a new form and completing it as appropriate.

5. RESPONSIBILITIES

- a. Governors are responsible for the review of Local Authority guidance and advice to ensure that this policy remains appropriate. The Headteacher is responsible for ensuring that images are used as set out in this policy with appropriate consent from parents, providing reminders as stated. Parents are responsible for ensuring that images are used responsibly and are not published in the press without consent from the school.

NB - The school does not accept liability for parents who do not adhere to such requests.

Approval

This policy has been reviewed in line with the 2013 Data Protection Policy and 2010 Equality Act and Public Sector Equality Act. Due regard has been given to Equality.

This policy will be adopted in **February 2017**. The date of the next formal review will be **February 2020** and every three years thereafter, unless statutory legislation changes.

Policy approved by the Head Teacher of West Earham Infant and Nursery School.

Signed B. Meade Evans (Head Teacher)

Name: B. MEADE - EVANS

Dated 7.2.17.