

NEW PARK SCHOOL – SECONDARY SITE

USE OF PHOTOS IN SCHOOL POLICY

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Owner	JANE KING
Signed	
Designation	TEACHER

Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles and website promoting school activities and initiatives. 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. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

At New Park School every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs. This policy applies to the use of photographs in school publicity materials, on its website and in the press and to parents taking photos or videos at school events. Policy implementation is the responsibility of all staff. Parents and visitors will be made aware of this policy.

The Data Protection Act (1998)

The act states that personal data must be processed fairly and lawfully.

To be fair, when a school wants to take a picture of someone or record their activity, they need to tell the person:

- that they are going to do this
- why they are taking the picture
- what they are going to do with the image
- who may see it
- any non-obvious consequences – for example if the picture is going to be used on the school website, in a newsletter, school prospectus or on a televised programme.

This is known as a ***privacy notice***.

If photography or filming is going to take place, people should be told beforehand and given the opportunity to object or simply move out of the picture. This is particularly important if the images are to be used by a journalist or a media company. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

Child Protection

There may be a risk when individual pupils can be identified in photographs. For that reason this policy has been developed to make every effort to minimise risk. In the event of the inappropriate use of children's photographs the Headteacher will inform the local Child Protection Officer and Social Services and/or the Police. We will respect any parent's request not to include children in photos or videos.

The staff have many reasons to take photos and video clips of children, primarily as a form of assessment. It is agreed that this should be done on school equipment including cameras and i-Pads and should not be stored on personal equipment. The Headteacher has the right to check any stored data in school.

Appropriate Use of Images in School Publicity Materials

The staff and governors of New Park School will:

- ensure that images are stored securely and used only by those authorised to do so;
- ensure that electronic images are stored on a secure network to which members of the public have no access;
- not use an image of any child who is subject to a court order;

- secure parental consent for the use of children’s photographs;
- not use photographs of children or staff who have left the school without their consent;
- and, ensure that children are appropriately dressed – a minimum of a shirt and shorts.

School Website

The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. However, the staff and governors are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the misuse of the Internet by certain people. The governors will seek the consent of parents regarding the use of images on the Internet. Parents are asked to sign consent when their child starts school and will be given the opportunity to review this decision annually in September. Children’s names will not be included with photographs of children published on the school website.

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission’s Code of Practice states that:

- Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.
- Pupils must not be approached or photographed while at school without the permission of the school authorities.

We will provide first names of children to accompany photographs published in newspapers and magazines only where the parent or guardian have provided their consent. Wherever possible, parents will be asked in advance to give consent for press photos.

Filming Events

It is usual for parents to wish to take photographs and videos of children at school events such as Sports Day and we do not wish to stop this. We regularly remind parents that such images are for their personal use only and should not be posted on social media if they include other children. We also ask that the taking of photos does not distract children or staff during an event or cause an annoyance to other parents. Any objections to this policy should be addressed to the Headteacher and if necessary for child protection reasons, a decision may be made that no photos can be taken. Any staff member has the right on school premises or at a school event to ask someone to stop taking photos if they are concerned about the purposes or if the visitor is unknown.

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Where a commercial photographer is used, the school will follow the NSPCC guidelines which are as follows:

- Schools should provide a clear brief about what is considered appropriate in terms of content and behaviour;
- Schools should issue the photographer with identification which must be worn at all times;
- Schools should let parents and children know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs;

Schools should not allow unsupervised access to children or one-to-one photo sessions at home; Schools should not approve / allow photo sessions outside the event or at a child's home. If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Headteacher who would report them in the same manner as any other child protection concern. If schools or parents have concerns regarding the use of filmed images by television companies they should contact the Office of Communication (Ofcom). Any objections to this policy should be addressed to the Headteacher.

Camera Phones in Schools

Concerns have been expressed about the risks posed directly and indirectly to children through the use of camera phones on school premises. In order to minimise risk at New Park School:

- Staff will only use personal mobile phones in office areas, the staff room or areas away from the children while school is in session;
- Visitors will be advised of the ban on the use of camera phones in school (this extends to offsite visits) and, wherever possible, will be accompanied by a member of staff during the duration of the visit;
- Children are advised not to bring a mobile phone on to the school premises, but if they do will be asked to hand their phone in at the beginning of the school day and collect it at the end of the school day.
- Staff are asked to use school equipment (cameras and iPads) only for taking photos of pupils and as soon as possible these are removed from a device to secure storage.

Parental Consent

School will seek the consent of parents / guardians regarding the use of photographs of children. The consent will include agreement on how and where the photographs will be used and the period of consent.