



Use of images of students policy

Adopted by Governors: 13/1/2014

Committee Link: School and Community

Review Timetable: 3 Years

Renewal Date: January 2017

1. Introduction

- 1.1. Photographs and video of school life, events and activities have long been and continue to be a powerful way to capture success or a flavour of the school and to share this with staff, students, parents/carers and the wider community.
- 1.2. The application of common sense makes it possible for parents/carers and the school to take and use digital images of students in a variety of contexts without the need to impose restrictive procedures.
- 1.3. Nonetheless, the school has an obligation to have a robust policy in place to safeguard the welfare of children and to provide clear guidance to staff, parents/carers and others.

2. Scope

- 2.1. This policy applies to all still and moving digital images, photographs and audio recordings of students.

3. Data Protection

- 3.1. Parents/carers taking images of students for personal use are usually exempt from the Data Protection Act 1988.

- 3.2. If the school takes images of students, the Act may apply and consent will usually be required to comply.
- 3.3. Images taken by the media are generally exempt from the Act and are instead governed by the IPCC Code of Practice.

4. Consent

4.1. Consent is obtained in the following ways:

- When students join General consent is gained from parents for the school to take images and use them for display and/or promotional purposes (see Appendix 1: Consent for Use of Images of Students form)
- Each subsequent year, parents will be asked whether they wish to withdraw their consent (see Appendix 2: Consent for Continued Use of Images of Students form)
- Specific consents is gained for use of images and/or personal details by the media

4.2. If parents/carers disagree over consent for their child, it will be treated as if consent has not been given

4.3. Students' consent will be obtained where this is felt to be appropriate. If parents/carers and students disagree over consent, it will be treated as if consent has not been given.

4.4. Consent will be gained from adults as appropriate for use of their images (see Appendix 3).

5. Use of Images by the School

5.1. Images taken for record keeping purposes will be maintained as personal data in line with the Data Protection Act 1988.

5.2. Parents/carers and students will be advised in advance what the images will be used for and the school will only use them for these purposes unless additional consent is gained.

5.3. Typically, such images will be used for: reference (e.g. to accompany personal details on students electronic file), internal information or display (e.g. on posters to help staff identify particular students, such as those prone to anaphylaxis) or on passes, such as lunchtime passes for Year 11 students.

5.4. Images taken for publicity/promotional purposes will be used for display within the school, on the school website, in newsletters or other material targeted primarily at existing and/or prospective parents/carers.

5.5. All images held by the school will be stored securely and deleted/destroyed when they are no longer required.

5.6. Where the school intends to use general images of events such as fetes, visitors will be advised of this in advance so that consent may be implied by attendance.

5.7. Parents/carers will only be allowed to take images for personal use. These images may not then be distributed, published or posted to websites or social media.

6. Use of Images by Parents/Carers

6.1. The school will decide whether images may be taken at an event or activity run by the school and advise parents/carers accordingly.

7. Safeguarding Measures

7.1. Generally, images of students will not be published alongside their full name or other information that could easily be used to identify them.

7.2. Group images with group captions/titles (e.g. 'Year 9 Science students') will generally be favoured over individual images.

7.3. Where names are used in the interest of clarity/sense, first names only will be used.

7.4. The school will make every effort to protect the privacy of children who should not be identified.

7.5. Only images of students suitably dressed will be permitted. Taking images of students changing or performing other private activities will not be allowed. Care will be taken by the school in the selection of images, particularly those of students involved in sport, to avoid the potential of inappropriate use by others. Images considered inappropriate will be deleted/destroyed straightaway.

7.6. The school will make every effort to prevent people with no connection to the school taking covert images of students and staff may challenge anyone who they believe to be doing so.

8. Media Use of Images

8.1. The press will only be allowed to take images of students at the invitation of the school.

8.2. Specific consent will be gained for use of images of students by the press wherever individual students can be easily identified.

8.3. For events/activities where general images may be used by the press, parents/carers will be advised in advance.

8.4. The school will indicate the primary intended use of images taken by the press (e.g. newspaper, news website, TV) but it will be accepted that, once taken, responsibility for the image will pass from the school and it will not be able to control in exactly what ways the image is eventually used.

9. CCTV

9.1. Our CCTV will be operated in accordance with the principles of data protection. See Information Commissioner Guidance which can be found at

<http://www.ico.gov.uk/documentUploads/cctvcop1.pdf>.

APPENDIX 1

Consent Form for Use of Images of Students

PHOTOGRAPHS AND VIDEO are occasionally taken of students engaged in their day to day school activities and some of these may be used to promote the school, for example in newsletters, presentations, displays and on the school website. All images will be used in accordance with the school's policy for the use of images of students and images will not be published alongside the students' full names or other information that could easily be used to identify them. A full copy of the policy is available on the school website.

- I give permission for photographs and video to be taken of my child.
- I give permission for photographs/video and the name of my child to be released to the press

APPENDIX 2

Consent Form for Continued Use of Images of Students

PHOTOGRAPHS AND VIDEO are occasionally taken of students engaged in their day to day school activities and some of these may be used to promote the school, for example in newsletters, presentations, displays and on the school website. All images will be used in accordance with the school's policy for the use of images of students and images will not be published alongside the students' full names or other information that could easily be used to identify them. A full copy of the policy is available on the school website.

When your child joined the school, you gave permission for us to use their image; please indicate below if you now wish to withdraw your permission.

- I wish to withdraw permission for photographs and video to be taken of my child.
- I wish to withdraw permission for photographs/video and the name of my child to be released to the press.

APPENDIX 3

Consent Form for Use of Images of Adults

The School would like to use photographs and/or video of you for use in promotional material (for example in newsletters, presentations, displays and on the school website). All images will be used in accordance with the Data Protection Act 1988 and will not be published alongside your full name or other identifying information unless you give permission for us to do so. (Delete if not applicable).

I give permission for photographs and video of me to be used by the School

I give permission for my full name to be used

The School would like to release photographs or video of you for potential use by the media to promote the School. (Delete if not applicable).

I give permission for photographs and video of me to be released for use by the media

I give permission for my full name to be used by the media