USE OF PUPILS' IMAGES POLICY **March 2021**

Introduction

This policy outlines the conditions of use for pupil images. The word 'images' is used to include photographs, digital photographs, webcam and filmed recordings.

1. Mosspits Lane Primary School believes that the responsible use of children's images can make a valuable contribution to the life of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

2. We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represents the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.

3. Through this policy, we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed to, through the misuse of images. The policy takes account of both data protection and child protection issues.

Data Protection

4. Photographs and video images of pupils are classed as personal data under the terms of the Data Protection Act 2018. We will not use images for school publicity purposes without parental consent. A consent form for pupils is attached. Please complete question 24 on the Admission Form.

5. If consent is given for use of images, this will be valid for the duration of time that your child is at our school. If a parent/guardian wishes for us to change consent status, it is their responsibility to contact us.

6. All images/video will be stored securely and only be accessible to and used by teaching and support staff in school, for school-related activities/purpose.

7. The school will not re-use any photographs or recordings after your child leaves this school without further consent being sought.

Child Protection

8. We will only use images of children in suitable dress such as uniform or sports/PE kits.

9. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LA, Social Services and/or the police as appropriate.

10. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

11. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.

12. The school will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.

13. We may include pictures of pupils and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.

14. Please note that websites can be viewed throughout the world and not just in the UK where UK law applies.

Website or other internet based social media

15. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet.

16. Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education and Skills Superhighway Safety website. (http://safety.ngfl.gov.uk/schools/)

iPads and Mobile Phones

17. iPads and mobile phones that can take and transmit images will not be permitted in areas of the school, such as changing rooms or sports facilities, where they could be misused. Mobile phones are only permitted to be used by staff/visitors in offices or staff-only areas. Misuse will be regarded as a breach of school discipline and dealt with accordingly. Visitors will be made aware of this on entry.

External photographers/video and events

18. If the school invites or permits an external photographer or an organisation who might photograph/video an event, we will:

    - Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour.
    - Issue the photographer with identification which must be worn at all times.
    - Only allow pupils to be photographed who have consent.
    - Not allow unsupervised access to children or one-to-one photo sessions at events.
    - Only invite photographers/organisations who we believe to be reputable and trusted.

19. 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.

Photographs by press/media

20. Photographs taken by journalists are exempt from the Data Protection Act, as newspapers are subject to strict guidelines governing the press. We have included this choice in our consent section on the admission form.

21. Newspaper editors must adhere to the Press Complaints Commission Code of Practice which states that: "Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child or any other child in the absence of, or without the consent of, a parent or other adult who is responsible for the children"

22. If you give permission for a child's image to be used by the media, then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs);

- It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.

Filming Events

23. It is usual for parents to take photographs and videos of children at school events such as the annual Nativity Play and Sports Day. Any objections to this policy should be addressed to the Headteacher.

23. To comply with the Data Protection Act 2018, we need your permission before we can photograph or make any recordings of your child. **Please agree/disagree on our school Admission Form – reference no: 25.**