

INTRODUCTION

- ❖ Schools need and welcome positive publicity. Schools also need to create publications in both written and electronic formats that are interesting and informative. Making use of photographs of children and adults associated with school can be one way of achieving this and in doing so serve to increase children's self-esteem, help raise staff morale and celebrate the school's achievements amongst the community.
- ❖ However, photographs must be used in a responsible way so that people's rights are respected and children in particular are protected from any inappropriate use of such images.
- ❖ School requests consent from parents/carers for every pupil at Northfield Primary School when they enter school at the start of F1 or at any other time during their primary education. Photograph consent is included as part of the school admissions pack.
- ❖ The school's view is that risks can be minimised by enacting a policy that embraces best practice in relation to the use of photographs in school publicity materials, including its website and social media channels by making sure that everyone involved and parents/carers in particular are aware of this policy.
- ❖ Key components of this approach will be:
 - Attention to the requirements of the General Data Protection Regulation 2018
 - A straightforward process for obtaining consent
 - A straightforward procedure for reporting the use of inappropriate images
 - Having a nominated person in school to enforce the agreed policy

General Data Protection Regulation 2018

- ❖ Photographs and videos of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Using such images for school publicity purposes e.g. in publications, websites or public displays therefore requires the consent of the individual concerned or in the case of children, their legal guardians. **The school will not display, publish or store images of pupils or staff without consent.** The definition of a public place also includes areas in a school to which visitors have access.
- ❖ Permission must be obtained from all people who will appear in a photograph, video or webcam before any image is taken. **The school will obtain permission in advance of any such images being taken. Consent forms will be used for adults and children as shown in appendix 1 and appendix 2 respectively.**
- ❖ The photograph will only be used for the purpose that consent was originally sought. For further use consent must be sought again.
- ❖ It must be made clear why a person's image is being used, what the image will be used for and who might want to look at the pictures. **The consent forms used will set out the circumstances of use and how long the image will be retained.**
- ❖ For group or class photographs where pupils are clearly identifiable, a consent form must be completed on behalf of the whole class by the Head Teacher.
- ❖ The Head Teacher will be responsible for the implementation of this policy.

APPROPRIATE USE OF IMAGES

- ❖ Wherever possible images that do not readily identify individuals will be used e.g. class or group shots. However, there will be occasions where pictures of individuals will be used to promote the school. In these instances, the following rules will apply:
 - **Parental/carer consent will have been attained**
 - **Where a child is photographed we will not use their full name**
 - **Where a child is named we will avoid using their photograph**
 - **Only images of children in suitable dress will be used to reduce the risk of inappropriate use by others**
 - **Images will not be taken of any child who is subject to a court order**
 - **On Class Dojo, photographs are sent of individual children to individual parents only**
 - **On Class Dojo, group or class photos are shared only if all the children in the photograph have consent for their image to be shared.**

INAPPROPRIATE USE OF CHILDREN'S IMAGES

- ❖ Risk can occur when individual pupils are identifiable in photographs. The school must protect the well-being of its pupils and will not tolerate the misuse of any child's image. Any misuse must be reported to the Head Teacher who will ensure that the appropriate agencies are informed as they would for any other child protection issue.

STORAGE OF IMAGES

- ❖ Images will be stored on OneDrive and used only by those authorised to do so by the Head Teacher. **We will not re-use photographs of individuals (children or staff) after they have left the school or if the consent period has lapsed.**
- ❖ The consent period is 3 years or as soon as an individual has left school. Images will not be used beyond this period unless a new consent has been obtained.

USE OF PHOTOGRAPHS BY NEWSPAPERS/WEBSITES

- ❖ Newspapers and outside providers websites may wish to use images of children and adults associated with the school. This will be allowed provided the appropriate consent has been given and the Head Teacher has approved the context surrounding the use of the image. If consent has not been given then images cannot be used.

FILMING EVENTS AT SCHOOL

Parents/carers and other spectators may want to photograph or video an event or performance at school. This is a valuable part of school life and can be rewarding for both the family and school. Parents/carers will be encouraged to let the event organiser or Head Teacher know that they wish to use photographic equipment and whilst permission will normally be granted it will be at the event organiser's or Head teacher's discretion. If photography is considered inappropriate or intrusive then parents/carers will be advised to that effect and it will not be allowed.

All images will be taken using equipment which is registered to the school (iPads or cameras). All images will be stored on the school's OneDrive and removed once that child leaves the school or permission from parents/carers changes.

Members of staff and the school community are requested to report inappropriate use of digital cameras, iPads and images to the Headteacher. If it found that any incident raises child protection concerns, immediate action will be taken in conjunction with the Designated Safeguarding Leads.

GOLD BOOK ASSEMBLY

The member of staff leading Gold Book Assembly will inform parents/carers at the start that they will be given the opportunity to take a photograph of their child, if they wish to do so, at the end of the assembly. This information is also displayed on the screen through the Gold Book PowerPoint slide.

PERMISSIBLE PHOTOGRAPHY AND VIDEOS DURING SCHOOL EVENTS

If the Headteacher permits parents/carers to take photos or videos during a school event, parents/carers will:

- *Avoid disturbing others or distracting when taking photos or recording videos*
- *Remain seated while taking photos and videos during concerts and performances*
- *Minimise the use of flash photography*
- *Make their own children the focus of any photos or videos of school events*
- *Ensure that images and recordings taken at school events are exclusively for personal use and not uploaded to the internet, posted on social networking sites or shared openly in any other way*
- *Stop taking further photos, images and recordings if and when requested to do so by staff.*

PARENTAL/CARER CONSENT

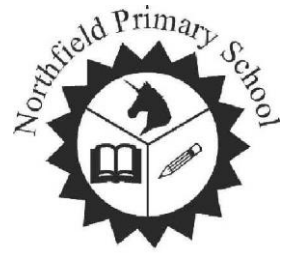
Parental consent is key to the appropriate use of photographs by schools. We will ensure that parent/carers are aware of the issues and the school policy on this matter. Details are sent out parents/carers annually via the school management information system (Scholarpack). Parents/carers are asked to review and update their data stored on the management information system, which includes consent for photographs. Consent forms will be used as shown in appendices 1 and 2 and these will contain information on

- How and where photographs will be used
- The period of consent
- The storage and deletion of images

POLICY REVIEW

This policy was implemented from 1st December 2004 and is reviewed annually. Any further guidance or best practice from the local Education Authority will be incorporated as appropriate.

Policy Written by: M.Windibank
Policy Approved by the Strategic Committee: Oct 2024
Policy to be reviewed: Oct 2025



Appendix 1

**Northfield Primary & Nursery School
Photography Consent Form
ADULT**

Northfield Primary & Nursery School would like to take your photograph to use for publicity. These pictures may be sent out to the media with a press release, used for publications or on the internet.

(Please note that websites can be seen throughout the world and not just in the United Kingdom, where the UK law applies).

- **To help us comply with the General Data Protection Regulation 2018, we would like your permission before we take this photograph**
- **Photos will be stored in a secure location and only authorised staff will have access to them. They will be kept as long as they are relevant, and after that time destroyed or archived**
- **Addresses will not be disclosed in detail, but we may state, for example, "John Smith from Mansfield"**
- **We will not use the images taken, or any other information you provide, for any other purpose. Personal e-mail or telephone numbers will not be disclosed**

Please sign and date this form where shown.

Name-----

Address-----

Telephone number-----

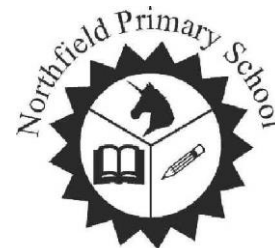
Location of photograph_____

I have read and understood the information above.

Signed-----Date-----

Please return the form to the school office. Thank you.

Appendix 2
Northfield Primary & Nursery School
Photography Consent Form



Northfield Primary & Nursery School would like to take a photograph of your child to use for publicity. These photographs may be sent out to the media with a press release, used for publications or on the internet.

(Please note that websites can be seen throughout the world and not just in the United Kingdom, where the UK law applies).

- **To help us comply with the General Data Protection Regulation 2018, we would like your permission before we take this photograph**
- **Photos will be stored in a secure location and only authorised staff will have access to them. They will be kept as long as they are relevant, and after that time destroyed or archived**
- **Addresses will not be disclosed in detail, but we may state, for example, "John from Mansfield"**
- **We will not use the images taken, or any other information you provide, for any other purpose. No data will be disclosed**

Please sign and date this form where shown.

Child's Name-----

Parent/Carer name-----

Email address-----

Telephone number-----

Location of photograph

Signed-----Date-----