

Grange Primary School



Grange Primary School
Pursuing excellence for every child

Policy for the Use of Images of Children

Date Completed: June 2024

Review Date: June 2027

Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles 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 Grange Primary 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, celebrating pupil's success in displays within the school, on its website and in the press.

This policy reflects the consensus of the opinion of the staff and the governing body of Grange Primary School. Its implementation is the responsibility of all staff. Parents and visitors will be made aware of this policy.

Appropriate Use of Images in School Publicity Materials

The staff and governors of Grange Primary 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consent for the use of children's photographs in compliance with GDPR in the understanding that parental consent can be withdrawn, in writing, at any time.
- not use photographs of children or staff who have left the school without their consent in compliance with GDPR; and
- ensure that children are appropriately dressed - a minimum of a vest/shirt and shorts.

Images taken by parents, legal guardians or family members:

- Parents, legal guardians, family members and friends can take images of **their child** participating in school activities for family and personal use at **designated times only**. (These times will be highlighted by members of staff). This includes events such as concerts, assemblies and Sports Day in compliance with GDPR.
- Use of cameras and other equipment will be monitored in compliance with GDPR.
- Use of video cameras by parents, legal guardians, family members and friends are not permitted at any school event.

Images for school publications:

- The school will only take and use images that are appropriate and are considered to not be open to misuse in line with this policy and that of GDPR.
- If an image of a child is used, only the child's first name **will** be published.
- Children will be made aware of why their picture is being taken and how it will be used.

- Children will be given the option to not have their image used if they are the sole focus of the picture.
- Children and parents should be encouraged to recognise the value of group photographs or recordings of school events however no photographs will be taken without prior consent (signed Admission paperwork).
- Images will be kept securely and held by the school for the duration of the pupil's time there, after which they will be destroyed.
- Images of children from the school will not be used to illustrate controversial subjects.

Images for the school website:

- School websites are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names.
- In addition to the website, the school also use a small selection of other websites to present and store photos of the children. These websites have been chosen as they provide both a secure and visually appealing option for the school to display the wonderful work that we do.
 - Padlet (padlet.com) The school use Padlet to demonstrate the amazing efforts of the pupils and staff at Grange. A Padlet is a visual notebook that allows teachers to upload images of pupil's work and the pupils themselves. These can be shared within school or to parents via a secure password.
 - Tapestry (<https://tapestryjournal.com/>) is used in Early Years to visually record the work. These images can be shared with parents via a secure app.

Images for 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.
- There is no breach of the Data Protection Act 1998 in passing on a child's name to a journalist as long as parental consent has been secured.

Grange Primary School will provide names of children to accompany photographs published in newspapers and magazines only where the parent or guardian's consent has been received to have their child's photograph in the press and the school Privacy notice relating to the sharing of information has been signed as accepted.

Webcams:

- Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.
- A webcam will only be used in appropriate circumstances such as a normal class setting.
- Both children and teachers will be made aware of when a webcam is in use.

CCTV:

- The school may use CCTV in some areas of school property as a security measure and for the safety and security of pupils, employees and visitors to site.

- Cameras will only be used in appropriate areas and there will be/is clear signage indicating where it is in operation compliant with GDPR.

Children photographing one another:

- Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities ensuring that appropriate permission is in place.
- Personal cameras and camera phones are prohibited on the school premises and during school trips.
- If it is found that cameras or camera phones have been misused, the school will follow its usual disciplinary procedures.

Date ratified by the Governing Body: July 2024

Date last reviewed: July 2021

Next review date: July 2027

Virtually Signed by Chair of Governors: Mr S. Ryley **Date:** July 2024