



## **Cheriton Primary School Policy for the Use of Images of Children**

**This policy demonstrates the strategies we have in place to ensure the responsible and appropriate use of images of children in our school.**

\*The word 'images' is used throughout this policy to include photographs, digital photographs, webcam (including when used for video conferencing), film and video recordings.

### **Introduction**

Cheriton Primary School believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials, distributed both within the school and externally, can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

We will only use images which appropriately represent the range of activities the school participates in and the values it adheres to.

Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks 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**

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998 and the GDPR and the school's data retention policy. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves, or in the case of pupils, their parent, guardian or carer. For pupils, this consent will be obtained through the Child Photograph Consent Form which is completed when the child begins at the school.

In seeking consent, we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form will request that parents give consent for the time that their children are at our school and require them to inform us in the event of any change in circumstances.

All images will be stored securely and used only by those who are authorised (by the Head Teacher) to do so. We will not re-use images of children after they have left the school; these images will be destroyed. However, images may remain on the website until it is either updated or parents request they are removed. This may include children who have left the school.

## **Child Protection**

We will only use images of children suitably dressed to reduce the risk of such images being used inappropriately. Individual pupils will not be named in conjunction with their image and we will never knowingly use an image of a child who is subject to a court order.

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's Child Protection Officer, the LEA, Social Services and/or the police as appropriate.

## **Websites**

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 the images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website. Images will remain on the website until updated or parents request that they are removed. This may include pupils who have left the school.

## **Webcams and mobile phones**

Webcams are a useful teaching tool which can allow an individual or class to interact over the Internet and support links with pupils in different schools, countries and cultures. A webcam will only be used in appropriate circumstances such as a normal class setting. If parents/carers have not given permission for internet publication of their child's photograph this will be taken into consideration when using the webcam.

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 can be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly. Children are not allowed mobile phones in school unless they have permission from the Headteacher.

## **External photographers and events**

If the school invites or permits an external photographer to take photographs within school we will:

- Provide a clear brief for the photographer stating what is considered appropriate in terms of content and ensure that they are aware of any children whose image must not be reproduced.
- Issue the photographer with identification which must be worn at all times.
- Not allow unsupervised access to children or one-to-one photo sessions at events.

The same conditions will apply to filming or video-recording of events.

Photographs taken by journalists at public events are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press.

### **Parents/Carers/Family members taking images of school events**

The County Council's advice is that schools need not seek permission for parents, carers etc to video or photograph school events. However, we will periodically remind parents that these images/recordings must be for family viewing only and should not be reproduced or distributed in a public arena as this would be a breach of the Data Protection Act 1998. It is an Ofsted requirement that any photographs or recordings that are taken are not placed on any social networking sites.

Related Policies	Child Protection/Data Protection/ E-safety policy, Privacy Notice Parents & Pupils, Privacy Notice Governors, Acceptable Use of ICT Policy, Data Protection Policy
Approved by the Full Governing Body	October 2023
Committee	FGB
Reviewed by	AG
Last Review	October 2023
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