

Duddon Saint Peter's School



Use of Photographs & Images Policy

This document provides guidance on the appropriate use of images of children in school. It covers video, still and electronic photographic images wherever they are used. Establishments need to make full and proper use of photographic images, while meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership.

Typical uses of photographs:

- Skills for PE
- Performing arts, including dance and movement, concerts, drama performances and parents' evenings
- Sports days and sports fixtures and the use of photographic equipment by parents, carers and children from other schools
- Media including newspapers and television especially when some editors require children's names when publishing photographs
- Displays in the school / establishment of children's activities
- Publications by the school
- School website
- Staff training and professional development activities
- Site security / CCTV videos

Ownership:

Human Rights legislation and the Data Protection Act 1998 give people new rights and it is the right to 'privacy' that is the issue when using photographs. The school should take steps to respect the rights of people in photographs.

The Copyright Designs and Patent Acts 1988 moved the ownership of copyright to the photographer (or their employer) and away from the person commissioning and paying for the photographs, unless there is an agreement otherwise.

Good practice:

The following advice represents good practice in the use of photographic images involving children.

1. When taking a picture the school or CWAC must obtain the consent of the person in the picture or from their parent or carer.
2. Use the image in its intended context.
3. Follow the commitment made in the consent forms not to name the child; not to use the photograph out of context; not to use the photograph to illustrate sensitive or negative issues.

4. When photographing children ensure:
 - parents and carers have signed and returned the consent form for general photography. Any images going beyond the establishment need additional specific consent.
 - show all children are appropriately dressed.
 - avoid images that show only a single child with no surrounding context of what they are learning or doing.
 - Photographs of three or four children are more likely to also include their learning context.
 - Do not use images of a child who is considered vulnerable, unless parents/carers have given specific written permission.
 - Avoid naming young people. If one name is required then use the first name only where possible.
 - Use photographs that represent the diversity of the young people participating.
 - Report any concerns relating to any inappropriate or intrusive photography to the Head teacher.
 - Remember the duty of care and challenge any inappropriate behaviour or language.
 - Do not use images that are likely to cause distress, upset or embarrassment.

5. Regularly review stored images and delete unwanted material.

6. **Parental permission**

Use of images of children require the consent of the parent/carer. Permission should always be obtained by using the appropriate form, when a child joins the establishment. The form covers both the school and CWAC, when using the photographs in publications and on web sites. Each year, ask parents if they wish to change their permission.

When a parent does not agree to their child being photographed, the Head teacher must inform staff and make every effort to comply sensitively. When photographic images are transmitted or shared beyond the school, specific permission should be obtained.

7. **Inter-school fixtures**

Apply these guidelines to inter-school events. If a vulnerable child is involved, it will be necessary to liaise with a member of staff from the other school, so that they are aware of the wishes of parents/carers of the child and seek the co-operation of the parents of the opposing team.

8. **Teacher training and portfolios**

During teacher training and with newly qualified staff, colleagues need to compile portfolios with photographs of children during lessons. Staff should act responsibly in compiling these images. The mentor may wish to oversee these images.

9. Displays in schools

Still photographs shown on displays and video clips available during open parents' evenings should depict children in an appropriate way. They should not display images of children in inappropriate or revealing clothing, so that appropriate levels of integrity and decency are maintained.

10. Parents' evenings, Concerts, Presentations

To allow the appropriate recording of children's images by parents/carers ensure that: children are appropriately dressed; parental permission has been obtained; be aware of any child who should not be photographed; monitor the use of cameras and anyone behaving inappropriately.

11. Children photographing each other

This practice can occur extensively during offsite activities, particularly during residential periods. Staff should maintain the supervision and management control specified in the Offsite Activities Guidelines 2003. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved. Children are requested not to bring cameras on school visits.

12. Newspapers

Several scenarios can occur:

- Team photographs –
 - When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur.
 - If a parent is not happy to have a child's name printed on a photograph, then consideration could be given to publishing the photograph with no names. The Head teacher should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
 - If parents of a child have indicated that the child is vulnerable and should not have a photograph printed then a team photograph may not be appropriate.

- Photo opportunities
 - When an establishment invites a newspaper to celebrate an event, the Head teacher should make every effort in advance to ensure that the newspaper's requirements can be met.
 - Almost without exception, this means the paper will prefer to publish the full names of everyone in a photograph they print. The only exception to this might be in a larger group shot (more than 10 children).
 - However, newspapers usually prefer to work with smaller groups of children and for this number, names would be required.
 - It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Newspapers will not print anonymous

photos. It may be possible to negotiate a 'first names' agreement with the newspaper.

13. Use of internet/intranet sites

Many establishments have an internet/intranet facility. The Head teacher should know good practice and ensure that the establishment uses only appropriate images.

14. Mobile phones

In accordance with the LA's mobile phone policy, the use of mobile phones which contain cameras of photographic capabilities should not be used in changing rooms, toilets etc.

15. CCTV

- Images should be retained for only a short period of time and held in secure storage. Images should be erased and tapes reused. Images on tapes must be erased before disposal.
- Regular auditing of the stored images should be undertaken.
- Digital images should only be stored on hard drives for designated periods, then erased.
- Cameras should not be sited in toilets, changing rooms etc.

Date: *March 2017*

Date of review *Spring 2018*