

PHOTOGRAPH POLICY AND PARENTAL PERMISSION FORM

Yorkmead Primary School **Photograph/Video Policy**

* The word image is used here to include photographs, digital photographs, webcam, film and video recordings.

Introduction

Yorkmead 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 can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

We only use images that we consider suitable and which appropriately represent 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.

Through this policy we aim to respect children and parents' rights of privacy and minimise the risks to which children can be exposed to through the misuse of images. The policy takes account of both data protection and child protection issues (see respective policies for further details.)

Data Protection

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of a parent, guardian or carer.

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 makes clear the period of time for which consent applies.

All images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left school without express permission; these images will be destroyed.

Child Protection

We will only use images of children in suitable dress. Any evidence of use of inappropriate images, or the misuse of images, will be reported to the school's designated child protection leader (DSL), the LA, Social Services and/or the Police as appropriate.

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 or child protection plan.

Website

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 access images, and that consequently children may be at 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, and accompanying details, will only be used in line with Government guidance as outlined on the Department for Education and Skills Superhighway Safety (<http://safety.ngfl.gov.uk/schools>)

- Where children can be identified from photographs used their full names and/or classes will not be given
- Children who are subject to court orders or in social services care will not be included in published photographs
- Children will only be photographed in appropriate clothing (photos of swimming etc will not be used)
- Most images will show children in groups rather than individually

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Webcams and Mobile Phones

Webcams and mobile phones can be used to take images without people's knowledge. The school's policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.

Mobile phones will not be used to take images of pupils unless in exceptional circumstances and then only with the permission of the Head Teacher. Parents who assist on school visits must not take images of children on their phones or personal cameras.

Parents will be allowed to take photographs of their child at the end of celebration assemblies, but should be aware that other children may also be in such photographs and therefore they should not be shared on social media.

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 about what is considered appropriate in terms of content and behaviour.
- Issue the photographer with identification which must be worn at all times.
- Let children and parents know when a photographer will be in attendance at an event and ensure that pictures are not taken of pupils if consent has not been agreed to by parents/carers.
- Not allow unsupervised access to children or one-to-one photo sessions at events.

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

Please note that photographs taken by journalists are exempt from the Data Protection Act.

This document will be reviewed in July 2017.

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Yorkmead Primary School

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Child's Name:

CLASS:

This permission document will cover all of your child's time at Yorkmead Primary School.

If you wish to amend your permission in future please inform the school in writing.

I have read the School Photograph Policy

Please return a signed copy of this form if you **do not** want pictures of your child/children taken. Failure to return a signed copy of this document means you are allowing the school to use images as outlined above.

SignedParent / Carer

Date: