



Policy for Use of Photographs / Video

Introduction

All 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 always 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 Fullwood 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.

Photographs and video footage are used extensively at Fullwood Primary School throughout the year to capture a variety of occasions with a main focus of developing skills, acknowledging achievement and celebrating the diversity of activities undertaken and enjoyed by pupils, staff, governors and visitors.

This policy applies to the use of photographs and video footage in school publicity materials, on its website and in the press. This policy reflects the consensus of opinion of the staff and governing body of Fullwood Primary School. Its implementation is the responsibility of all staff.

Child Protection

There may be a risk when individual pupils can be identified in photographs. For that reason the governing body of Fullwood Primary School have developed this policy to make every effort to minimise risk. In the event of the inappropriate use of children's photographs the Executive Head teacher will inform the local Child Protection Officer and Social Services and / or the Police.

GDPR 2018 (General Data Protection Regulations)

Photographs and video images of pupils and staff are classed as personal data under the terms of the GDPR. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians. Fullwood Primary School will not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The GDPR do not apply to photographs or films taken for personal use by family and friends.

Appropriate Use of Images in School Publicity Materials

The staff and governors of Fullwood Primary School will:

- ❖ ensure that images are stored securely and used only by those authorised to do so
- ❖ secure parental consent for the use of children's photographs/video footage
- ❖ not use an image of any child who is the subject of a court order
- ❖ not use photographs of children or staff who have left the school without their consent

School Website

Using photographs on our school website is no different from using them in any other kind of publication or publicity material. However, the staff and governors of Fullwood Primary School are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the misuse of the Internet by certain people.

The Executive Head teacher will seek the consent of parents regarding the use of images on the Internet prior to them being included.

Children's names will not be included in photographs of children published on the school website.

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 a senior member of staff

There is no breach of the GDPR in passing on a child's name to a journalist as long as parental consent has been secured.

Fullwood Primary School will provide names of children to accompany photographs published in newspapers and magazines only where the parent or guardian has provided their consent.

Parents Photographing and Videoing Children at School

Parents may take photographs of school events subject to ordinary courtesies such as not obscuring the view of other audience members or distracting the children. It is, however, important to note (and to advise parents if necessary) that photographs/video footage should not be published in print or digitally (e.g. on websites) without the approval of the parents of all the children featured in the photograph/video.

Use of Video Cameras as part of the Curriculum

Pupils will themselves regularly use digital cameras in school to take photographs and record videos as part of their gaining experience in using technology under the direct supervision of members of staff.

Filming by Staff

As part of our celebration of education Fullwood Primary School regularly films events that take place in school for them to be shared with members of the whole school community at a later date during such occasions as assemblies.

Camera Phones in Schools

Concerns have been expressed about the risks posed directly and indirectly to children through the use of camera phones on school premises.

In order to minimise risk:

- ❖ Children are encouraged not to bring mobile telephones on to school premises at any time.

- ❖ Fullwood Primary School staff will not use personal cameras to take pictures of the children and this includes camera phones.
- ❖ For visitors to the site, the same rules apply as for other cameras.

Parental Consent

Fullwood Primary School will seek the consent of parents / guardians regarding the use of photographs and video footage of children during their time at the school.

Consent will be sought as part of the Home / School Agreement/Consent form process on admission to school.

Where circumstances change, it is the responsibility of the parent or guardian to inform the Executive Head teacher in writing.

Consent forms will be retained as part of a child's individual records while the child is at school.

Complaints / Concerns

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Executive Head teacher who would report them in the same manner as any other concern.

Any objections to this policy should be addressed to the Executive Head teacher. ~

This policy is reviewed 3 yearly by the Governing Body in line with the policy review schedule.

Date: 19th June 2022

Signed: Dipti Streatfield - Acting Chair of Governors

Signed: Danvir Visvanathan - Executive Headteacher

Signed: Simon Ward - Head of School

Use of Photographs and Videos Policy

All regular visitors and volunteers are required to sign the following statement relating to use of photographs and videos.

I have read and understand the photographs and Videos Policy and agree to adhere to this in my role at Fullwood Primary School, both during my time at the school and after I have left.

I agree not to post or share information, I am aware because of my role in school, online through any means, including all areas of social media (e.g Facebook, Twitter), which relates to any individual member of the social community or brings Fullwood Primary School into disrepute.

I agree to refer all casual requests for information to the relevant class teacher.

I agree to refer all requests for information by an outside agency or the media to the Head teacher.

Signed:Date:

Name (please print):

Role in school: