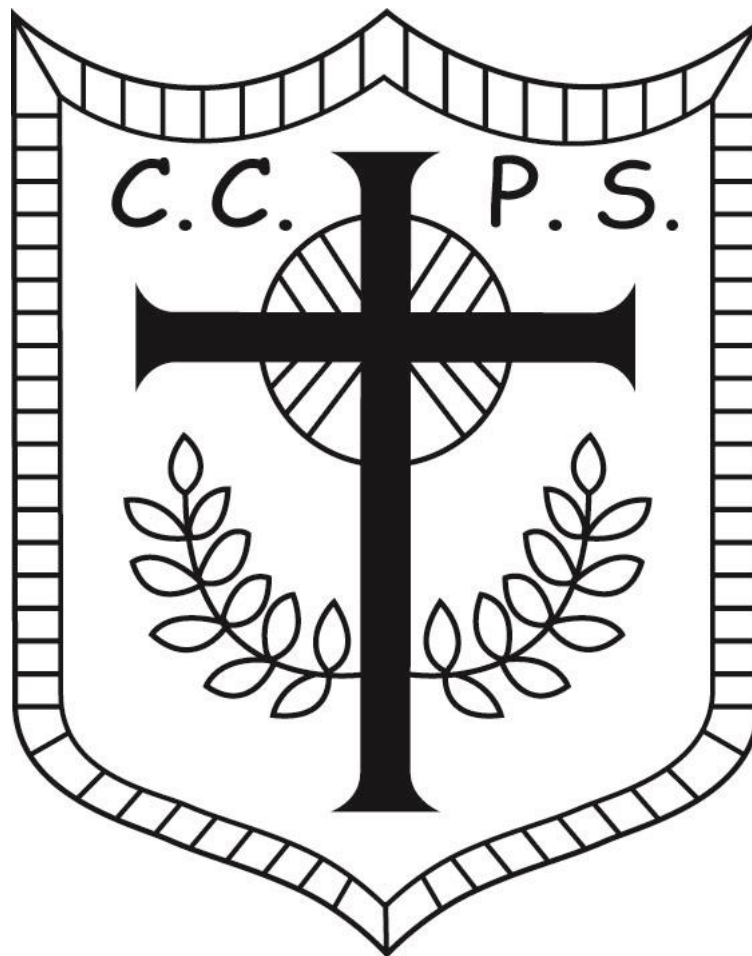


Cotgrave Church of England Primary School



USE OF CHILDREN'S IMAGES POLICY

Reviewed	Spring 2009	Autumn 2017	Autumn 2024	
	Autumn 2010	Spring 2019		
	Autumn 2011	Spring 2021		
	Autumn 2013	Autumn 2021		
	Autumn 2014	Spring 2023		



Cotgrave Church of England Primary School

Use of Children's Images* Policy

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

Context

We provide a safe and secure Christian environment which fosters a 'take care' approach. We set out to provide all members of our school community with a wide range of opportunities, encouraging each individual to seize every opportunity and to strive to be all that they can be. Whilst we want families to have the opportunity to record a range of these experiences for years to come, it is beholden upon us to be rigorous in our maintenance of the safety of each individual, so procedures must be in place to ensure this.

Introduction

Cotgrave Church of England 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 the Head Teacher and Governing Body 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 young people's and parents' rights of privacy and minimise the risks to which young people can be exposed 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 2018. 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. The school has a consent form for this purpose. 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 forms make clear the period of time for which consent applies. Parents may change their minds for whatever reason, or may give more or less permission for the school to use photographs and video images of their children, at any point. They should contact the School Business Manager who operates the data collection and recording of these facts. All images will be stored securely and used only by those who are authorised to do so.

The school will aim to provide an opportunity for any parents and relatives to take photos of their own children (and those of other co-operating parents) at each significant school event.

Social Media

Cotgrave Church of England Primary School aims to provide opportunities for all parents and relatives to take video footage/photos of their own children (and with permission those of other co-operating parents) at each significant school event. Parents and Carers must not under any circumstance subsequently post/upload images containing children other than their own to any Social Media Website eg. Twitter, Facebook, WhatsApp, YouTube, Local Website or distribute in circumstances likely to cause distress to any child, parent or denigrate the principles of Cotgrave Church of England Primary School.

Due to the proliferation of Mobile Phones (and other technology with the capability of taking video footage/photographs) parents must endeavour to outline the above principles to their children to ensure privacy and image protection policy is not breached as Cotgrave Church of England Primary School cannot be held responsible for material distributed in this manner.

It is Cotgrave Church of England Primary School's responsibility to ensure children, parents and staff remain secure in the knowledge that images taken at school functions reflect the privacy, decency and ethos of the school whilst promoting and enjoying all events in a child's primary schooling. If standards are deemed to be breached the policy may have to adapt prohibiting future photo/video opportunities, a loss to child, parents and school.

It is part of each child's responsibility under the school's Home School Agreement that: "If I bring a mobile telephone, 'smart watch' or any other device with the ability to take photographs into school, it will not be used in any way on the school site and will be handed in at the office as soon as I arrive at school and collected as I leave each day."

Child protection

We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities - such as sports or arts - are suitable without presenting risk of potential misuse. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the Local Authority, 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.

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 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 and ask for a separate consent from parents.

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 that can take and transmit images will not be permitted in areas of the school, such as changing areas or areas where sporting activities are taking place, where they could be misused. Misuse will be regarded as a breach of discipline and dealt with accordingly.

External photographers and events

On school premises and at other venues where the school has gone on an official visit, we do not allow photography or videoing of our pupils except by members of our own staff, or volunteer staff, for school use. Such photographs or video would then be available only within school and would be held by school, on school premises until such a time as it were destroyed. If permission has been given by all the parents of those involved, it would be possible to have an official viewing, in school, of video excerpts.

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 that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs.
- Not allow unsupervised access to children or one-to-one photo sessions at events.

The same conditions will apply to filming of events.

Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.

Review

All policies are subject to periodic evaluation and update.

Reviewed Autumn Term 2024