



Rushwick Primary School

Use of Images Policy 2021

Signed: Date: (Headteacher)

Signed: Date: (Chair of Governors)

Review Date: May 2022 (Yearly) Reviewed By: Headteacher

Rushwick Primary School Use of Images Policy Rationale Rushwick 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 children's motivation and help families and the local community identify and celebrate the school's achievements.

We only use images that the Head Teacher considers suitable and which appropriately represent the range of activities the school provides and the values it adheres to. Images will not be used which could be considered to put any child at increased risk. Through this policy we aim to respect young children and families rights of privacy and minimise the risks which children can be exposed through the misuse of images. Every reasonable effort will be made to minimise risk by following the guidance in this policy. The policy takes account of both data protection and child protection issues. Data Protection and Consent Photographs and video images of children and staff are classed as personal data under the terms of the Data Protection Act 1998.

We will not use images of children without the consent of their families, via the Use of Images of Children Consent Form (Appendix 1), which is completed when a child joins our school. In seeking consent we will ensure that families are aware that their consent lasts for the duration that their child attends our school, unless they complete a new Use of Images of Children Consent Form, withdrawing their consent. Images of children will continue to be used by the school, after the child has left unless consent is withdrawn in writing by families. All images will be used only by those who are authorised to do so. When families do not agree to their child being photographed, the Office Team will inform staff and staff will make every effort to comply sensitively. It will always be possible to enable those families and staff members with particular concerns to specify that they withhold their consent for whatever reason.

Child Protection We will only use images of children in suitable dress. Staff will decide if images they use are suitable whilst minimising the risk of potential misuse. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the Headteacher.



Internet / School 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. Generally, it is not appropriate to amend or manipulate images. Exceptions may be where a badge has been removed or 'brushed' to protect identity or where an image needs to be 'cropped' to fit.

Inter-School Events including sports fixtures Consent obtained via the Use of Images of Children Consent Form will be applied to inter-school events.

Portfolios of Evidence for Trainee Teachers and Students During teacher training, students may be required to compile portfolios with photographs of children during lessons. Students should act responsibly in compiling these images and write to families to obtain consent.

Children Photographing Each Other There may be times on residential trips, where children take photographs of each other. Staff will reiterate expectations regarding appropriate use of photography to children. Rushwick Primary School clearly sets expectations for safe usage and advice on inappropriate usage and possible consequences of misuse. Children and young people will be made aware that taking and distributing inappropriate photographs may be a criminal offence. Children are not allowed mobile phones in school or on trips.

Consent Forms The school's annual form is for general consent and is for the time that the child attends our school.

Photographs taken by Families for Personal Use There will be school events when families will want to take photographs for their own personal use. At each event the school will announce that photographs may be taken on the basis that they are for private retention and not for publication in any manner, including use on personal websites, social media or in some circumstances that photographs may not be taken. Additionally, the school will identify designated areas where cameras may be used, and make it clear that these are the only areas where photographs may be taken, e.g. in a hall where an event is taking place, and not back-stage In some circumstances the school may provide official copies of videos or photographs that families can purchase instead of taking their own images. This may be the case when the school is aware of any child who should not be photographed as consent has not been given.

Official School Photographs Rushwick Primary School will periodically invite an official photographer into school to take portraits/photographs of individual children and/or class groups. Procedures ensure that levels of supervision are appropriate to safeguard the welfare of children at all times.



Dear Parent/Carer

Consent Form for the Recording and use of Images

During the course of the school year, we may sometimes wish to take photographs or video recordings of children within school or on school visits, either for our own records, for use as part of our learning curriculum or for inclusion in our promotional material such as the school prospectus and our website.

The school may also invite an external photographer to the school each year to take official school photographs and may invite the media in to take photographs of pupils engaged in school activities or events for publication.

To comply with the General Data Protection Regulation, we need to ask your consent before the school record any images of your child. In view of this, please read the statements below, complete the slip and return this form to school.

This table sets out the various reasons for taking, and making use of, images of your child and we should be grateful if you would indicate whether or not you give consent for use in these circumstances. By indicating 'YES', you are confirming that you consent to your child's personal data being shared for those purposes and/or with the named third parties:

1. For official school photographs, with images taken and available for purchase by parents, and held by the school for identification purposes with names attached
YES/NO
2. For use on internal school displays YES/NO
3. For use on the school's website YES/NO
4. Occasional sharing of images of your child engaged in school activities or events for publication with external media organisations. (eg local newspaper, university or high school websites) YES/NO

We will not use, or allow the use of, your child's name in any images accessed externally to the school (for example social media, other websites or the print media) without seeking your express consent]

Please note you have the right to withdraw or change your consent at any time by giving the school written notice and completing a new consent form.



Signature

.....

Name

.....

Relationship to child

.....

Child's Name

.....

Date

.....