



Policy for the safe use for children's photographs

Introduction

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 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 as well as adhering to GDPR legislation.

At Leen Mills 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.

This policy applies to the use of photographs in school publicity materials, on its website, class dojo and the press.

This policy reflects the consensus opinion of the staff and governing body. Its implementation is the responsibility of all staff. Parents are made aware of this policy through the school website.

Child Protection

There may be a risk when individual pupils can be identified in photographs. For that reason, the governing body of the school has developed this policy to make every effort to minimise risk. In the event of the inappropriate use of children's photographs, the Head Teacher will inform the LADO and the MASH team and / or police.

Data Protection Act 1998

Photographs and video images of staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using images for school publicity purposes requires the consent of either the individual concerned or, in the case of pupils, their legal guardians.

Leen Mills Primary school will not display images of pupils or staff on websites, 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 Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

Appropriate use of images in school publicity material

The staff and governors of Leen Mills Primary school will:

- Ensure that images are stored securely and used only by those authorised to do so
- Ensure that electronic images are stored on a secure network to which members of the public have no access
- Not use an image of any child subject to a court order

- Secure parental consent for the use of children's photographs (this information is stored on Scholar Pack)
- Not use photographs of children or staff who have left the school without their consent
- Ensure that children are appropriately dressed – a minimum of a shirt / t shirt and shorts
- No photographs will be taken of children swimming

School website / Class Dojo

The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. Staff and Governors 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 governors will seek consent of parents regarding the use of images on the internet. Children's names will not be included in photographs published on the school website.

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commissions Code of Conduct 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 the school authorities.

There is no breach of the Data Protection Act 1998 in passing on a child's name to a journalist as long as parental consent has been secured.

Leen Mills Primary school will provide the names of children to accompany photographs published in newspapers and magazines only where the parent or guardian have provided their consent.

Filming events

It is usual for parents to take photographs and videos of children at school events such as concerts and sports days. However, before the start of such events, visitors are reminded not to share crowd shots on social media sites without the express permission of the parents of other children. If the school is made aware that such images have been shared on social media sites, the school will ask the person to remove them. Any objections to this policy should be addressed to the Head Teacher.

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Where a commercial photographer is used, the school will follow the NSPCC guidelines which are as follows:

- Schools should provide a clear brief about what is considered appropriate in terms of content and behaviour;
- Schools should issue the photographer with identification which must be worn at all times;
- Schools should let parents and children know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs;

- Schools should not allow unsupervised access to children or one-to-one photo sessions at home;
- Schools should not approve / allow photo sessions outside the event or at a child's home.

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

If schools or parents have concerns regarding the use of filmed images by television companies they should contact the Office of Communication (Ofcom). Any objections to this policy should be addressed to the Headteacher.

Camera phones in schools

Personal mobile phones will not be used in school in the presence of children. Staff are made aware of this at the beginning of each academic year.

At Leen Mills Primary school:

- Staff will only use mobile phones in office areas, the staff room or areas away from the children whilst the school is in session
- Visitors will be advised of the ban on the use of mobile phones in school and will be accompanied by a member of staff during the duration of the visit.
- Children who bring a mobile phone on the school premises (Year 5 and 6 only and only if they walk to and from school alone) will hand their phone into the class teacher upon entering the classroom. It will be returned to them at the end of the school day.

Parental Consent

The governors of Leen Mills Primary school will seek the consent of parents / guardians regarding the use of photographs of children.

Updated September 2019

Review date: September 2022