

Tempo Primary School



Photographic and Video Images Policy

Signed; _____ (Chair of Governors)

Date; _____

Signed; _____ (Principal)

Date; _____

Statement of ethos - Tempo Primary School

At Tempo Primary School, we welcome families from all backgrounds. Our Christian values are the foundation upon which we build caring and inclusive relationships within our school community. We provide high quality teaching and learning through a nurturing, child-centred approach. We encourage everyone to achieve their full potential within a supportive learning environment.

Vision

We will promote positive relationships (within a supportive and caring environment) and strive to inspire a love for learning. We will encourage every child to achieve their full potential and become effective contributors to their community in the future.

Mission Statement

- To provide an environment where children feel safe, happy and secure.
- To provide high quality teaching experiences designed to include everyone and help us succeed as a school community.
- To provide effective leadership on all levels and promote positive relationships based on core values.
- To work alongside parents and governors and external agencies to deliver the agreed aims of the school.

For the remainder of this document the term 'image' will be used to describe all photographic and video imagery, both digital and in print.

As the use of images is becoming an increasing part of the school curriculum, this policy seeks to clarify issues surrounding the recording, storing and publishing of images at Tempo Primary School.

In addition to the curricular demands of working with imagery, we believe that the responsible use of pupil'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 Principal and Board of Governors consider suitable, and which appropriately represent the range of activities the school provides and the values it adheres to.

“One more step along the world I go”.

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.

Under the terms of the General Data Protection Regulation 2018, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

Parental permission

All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school as well as outside. This form will be issued to parents or guardians of all children at the beginning of the school year and will seek permission to record, store and publish the images for that year. This consent will be granted for the lifetime of the image.

Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them. If a parent withdraws their permission for the use of images, they must contact the school office or class teacher in writing.

It is presumed that all parents grant consent for the images to be used with regards curricular activities that meet the requirements of the Northern Ireland curriculum and annual school photographs which are added to school computer records and sent home for purchase.

The permissions requested will include the internal use of images for curricular and extra-curricular activities, display purposes and staff training. Direct communication between the school and parents is in the form of a phone call, text message and email.

Additionally, permissions will be requested for the use of images to be used externally. This may include the official school website and social media sites, direct correspondence with the parental body, documentation such as the school prospectus, and school marketing campaigns.

The third permission requested will cover the use of external agencies taking and using images, such as the local newspapers, TV companies, the EA and Department of Education or professional videographers for school performances.

Images in the Curriculum

The Northern Ireland curriculum recognises that the appropriate recording, storing, manipulating and publishing of images is an essential skill for pupils to learn and a major focus of the curriculum is dedicated to empowering pupils to do so responsibly. At Tempo PS, we deliver the full curriculum and expect our pupils to leave P7 proficient in meeting these requirements. These images will be taken on school devices such as teacher iPads, school laptops and school iPads. All are passcode or password protected.

Our internal school database (SIMS) is updated periodically with a photograph of each pupil.

Digital images will be deleted from the school's internal resource library, whilst print versions will be destroyed or returned to the pupil.

Images for Internal Use

Images used for school purposes may include class charters, celebrating our pupils' birthdays and achievements and task boards. Occasionally the recording of lessons have been used as part of our staff development programme and review processes. Such footage will only ever be used in a school context and will not be used outside of the school unless subsequent permission is gained. When no longer needed, digital images for internal use will be deleted from the school's internal resource library. Any print copies will be returned to the pupil or destroyed.

Images for External Communication

This includes internet use, school website, social media sites, parent newsletters, school prospectus and other brochures. These photographs are stored on the school network and used only for school purposes. In such publications, the use of the pupil's name in accompanying the image will only be used if necessary. When the original digital images are no longer required, they will be deleted from the school internal resource library. It is understood that once published, the deletion of all imagery may not be comprehensive.

Images for use by External Agencies

Each year, we have occasion for local newspapers to take photographs or recordings of special events in the school or celebrating the achievements of the Tempo PS family. This may involve whole school photographs of a charity fundraising assembly to the football team winning the local league. These images are taken by agencies that will store and publish them accordingly. The school will always ensure that the images recorded are appropriate and that the pupils are supervised by staff.

If appropriate, additional permission will be sought, through consent forms, for other external agencies.

For special performances, the school hires a professional photographer or videographer to record the event and offer parents the opportunity to purchase a copy.

In these situations, where children's images might be made public, the school will endeavour to inform parents and carers of the event in advance and allow them to withdraw their child from the event if they so wish.

School Performances

We will allow video and photographic recordings of all school performances, if the parents or guardians of the children involved have given their consent. Any images taken by parents during school performances should not be published on the social media platforms.

Children and staff are not permitted to record any imagery on personal devices without prior permission from the Principal.

This policy has been written following a consultation process, ratified by the Board of Governors and communicated to the school community as required. It will be monitored and reviewed as part of the school's policy review schedule