



A place to think and grow

Policy on Photographic and Video Images

1 Introduction

- 1.1 There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.
- 1.2 Under the terms of the Data Protection Act 1998, 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.

2 Parental permission

- 2.1 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. This form will be given to the parents or guardians of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.
- 2.2 All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

3 School performances and Trips

- 3.1 We will allow video and photographic recordings of all school performances and trips.
- 3.2 The school will observe the way in which video recordings are made, and photographs taken, during performances and trips, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images.

4 The Internet

- 4.1 Only appropriate images will be used on the school Internet site, and children will not be identified by their name or address on the school website.

5 Mobile phones

- 5.1 We do not allow children to bring mobile phones into school. Adults may bring mobile phones, but must not use them to take pictures of children.

6 Use of digital cameras

- 6.1 There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work or geography or science fieldwork.
- 6.2 Images will be made only as appropriate for school-related activities.

7 Media publications

- 7.1 Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the netball team may have won a regional competition, or the school may have raised money for a charity whose representative wants to receive the donation in person. In this situation, where children's images might be made public, the school will inform parents of the event in advance, and allow them to withdraw their child from the event if they so wish. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

8 Monitoring

- 8.1 This policy will be monitored by the governing body and revised as appropriate, and not less than three years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the headteacher.

Signed: Angela Stanton

Date:

To: The Headteacher, Brookhurst Primary School

I have read the school policy on photographic and video images and

I do I do not Give consent for the image of my child, whilst
Taking part in school activities, to be used within the school.

I do I do not Give consent for my child's image to be made public via the media/internet.

Child's name:

Class

Signed

Parent

Carer

Print name clearly:

Telephone contact number:

Mobile Number:

e-mail address: