

Learning Now for Future Success



**CPD SCHOOLS**  
FEDERATION

Striving for Excellence

# **POLICY FOR USE OF PHOTOGRAPHIC AND VIDEO IMAGES**

***DRAFTED BY:***

**Darren Williams**

***CURRENT STATUS:***

***Approved at LTS Committee***

***APPROVAL DATE:***

**20.09.21**

***DATE TO NEXT BE REVEIWED:*** Autumn 2024

***DATE LAST REVISED:***

**09/18**

# CPD SCHOOLS FEDERATION

## Policy for Use of 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 General Data Protection Regulations, 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.

1.3 Images may be used for a range of purposes including: teaching and learning, promotional materials and administration and management.

### 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 (professionally or by staff) while taking part in school activities, and for the image to be used by 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. See Appendix 1&2.

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

3.1 We will allow professional and parental video and photographic recordings of all school performances, Parents will be reminded to focus their filming, or picture taking, on their child at the start of performance and that it is for personal use and not for sharing more widely.

3.2 The school will observe the way in which video recordings are made, and photographs taken, during performances, 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 personal details, except their name when appropriate, on the school website.

### 5 Mobile phones

5.1 Children who go home alone are allowed to bring their mobile phones into school. The phones must be stored securely in the school office throughout the school day. This policy applies to the use of mobile phones as cameras in all circumstances. We have a detailed policy on phones and other electronic devices. Staff should only use school devices to take pictures and record images. Images must not be sent from school devices to personal devices.

## **6 Use of digital cameras on any devices**

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.

6.3 Children will be taught how to take pictures, but we will discourage them from taking pictures of each other, and they will be supervised by an adult when they have access to a digital camera.

6.4 The school will not store digital images any longer than for their immediate use or the end of the academic year.

## **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. 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 Ownership of Images and Footage**

8.1 Any images collected by employed staff during school time and events are 'owned' by the school and it remains the school's responsibility to store or delete the images securely once they have been used and never to pass on images to a third party. No rights to images can be claimed by outside agencies or the representatives of individuals. The school reserves the right to not allow images of the school and its community to be used for any purpose beyond education of the pupils, regardless of parental consent, if there are overriding reasons.

8.2 Employees of the school may **temporarily** store school related images on their laptops and PC's at home only as part of their work for the school, provided that the images are not altered or transferred in any way that may make any individual become vulnerable. Employees must delete school related images from their machines once the task is completed.

## **9 Monitoring**

9.1 This policy will be monitored and revised as appropriate, and not more 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 Executive Headteacher.

## APPENDIX 1.

### Consent form for taking and using photos

GDPR compliant – September 2018

Head teacher: Mr P Taylor  
Central Park Primary School,  
Central Park Road,  
East Ham, London  
E6 3DW  
Tel: 0208 472 5588  
Fax: 0208 475 0104



Child's Name: \_\_\_\_\_ Class: \_\_\_\_\_

Dear Parents and Carers,

At Central Park Primary School, we sometimes take photographs of our pupils. We use these photos in a variety of ways including in the school's prospectus, on the school's website, in Class Dojo, the school's twitter feed, within our assessment apps (See-Saw in EYFS; Target Tracker in Years 1-6) in newsletters or on display boards around the school (including the TV screen in main reception).

We would like your consent to take photos of your child and use them in ways mentioned below. If you are not happy for us to do this, that is not an issue – we will accommodate to meet your preferences.

#### Why are we asking for your consent again?

You may be aware that new data protection rules were introduced in May 2018. To ensure we are meeting the new requirements, we need to re-seek your consent to take and use photos of your child. We really value using photos of pupils, to be able to showcase what pupils do in school and show what life at our school is like to others, so we would appreciate you taking the time to give consent again. The consent will last for the duration the child is at Central Park. If the picture is used in publicity materials, e.g. a brochure; the picture may still be used beyond the time the child has left school.

Please tick all the relevant box(es) below and return this form to school.

I am happy for the school to take photos of my child.

I am happy for photos of my child to be used in internal displays within school, including the TV screen in reception.

I am happy for photos of my child (without their name) to be used publicly on the school website and Twitter feeds.

I am happy for photos of my child to be used in school newsletters and marketing materials, such as the school prospectus.

I am happy for photos of my child to be shared on parent-only app, such as ClassDojo or school assessment apps (Target Tracker or See-Saw). (Only seen by other parents within class)

I am happy for photos of my child to be published in the local press.

I am happy for photos of my child to be published in class projects, such as leaver's books.

I am **NOT** happy for the school to take or use photos of my child in any way.

**Parents/Carers have the right to withdraw consent at any time and parents/carers or children will not be penalised for non-consent in any of the above areas.**

If you change your mind at any time, you can let us know by calling the school on 0208 472 5588, by emailing [info@centralpark.newham.sch.uk](mailto:info@centralpark.newham.sch.uk) or by popping into the school office. If you have any other questions, please do not hesitate to get in touch.

Parent/Carers signature: \_\_\_\_\_

Date: \_\_\_\_\_



Name of pupil \_\_\_\_\_

Class \_\_\_\_\_

## Photo/Video and Media Consent

Dear Parents/Carers,

At Dersingham Primary School, we sometimes take photographs of pupils. We use these photos in a variety of ways including the school’s prospectus, on the school’s website, in Dojo posts, our app, twitter, and the assessment app (See- Saw used in EYFS) newsletters and on display boards around school (including the TV screen in reception). We would like your consent to take photos of your child, and use them in the ways described below. If you are not happy for us to do this, that is not a problem – we will accommodate your preferences.

### Why are we asking for your consent again?

You may be aware that there are new data protection rules as of May 2018. To ensure we are meeting these requirements, we need to re-seek your consent to take and use photos and videos of your child. We really value using photos of pupils, to be able to showcase what pupils do in school and show what life at our school is like to others, so we would appreciate you taking the time to give consent again.

Please tick all the relevant box(es) below and return this form to school.	
I am happy for the school to take photographs and videos of my child.	<input type="checkbox"/>
I am happy for photos of my child to be used on the school and website including twitter feeds	<input type="checkbox"/>
I am happy for photos of my child to be used in the school prospectus.	<input type="checkbox"/>
I am happy for photos of my child to be used in internal displays, including the TV screens around the school.	<input type="checkbox"/>
I am happy for photos and videos of my child to be used in school newsletters and marketing materials	<input type="checkbox"/>
I am happy for photo and videos of my child to be shared on ClassDojo including school assessment apps	<input type="checkbox"/>
I am happy for photos of my child to be published in the local press	<input type="checkbox"/>
I am happy for photos of my child to be published in a Leavers’ Book and class projects	<input type="checkbox"/>
I am <b>NOT</b> happy for the school to take or use photos or videos of my child.	<input type="checkbox"/>
<p><b>Parents/Carers have the right to withdraw consent at any time and Parent/Carers or children will not be penalised for non-consent in any of the above areas.</b></p> <p>If you change your mind at any time, you can let us know calling the school on 020 8478 2133 or just contact the school office. If you have any other questions, please get in touch.</p>	
<b>Signature of parent</b>	<b>Date</b>
<b>Print name</b>	

This form needs to be completed and sent back to school.

Kind regards,

Lara Akinfie  
Deputy Head Teacher