



## The Use of Cameras and Images Policy

### Scheme of Delegation

Approver: Headteacher

Reviewer: Headteacher

### Dates

Date of approval: March 2021

Date for revision: March 2024

### Category

A – statutory policy required by educational legislation

B – statutory policy required by other legislation impacting directly on schools

C – statutory other

D – document referenced in statutory guidance

**NS – non statutory**

### Published

School webpage

**trust webpage**

**prospectus**

## The Use of Cameras and Images Policy

### Introduction

This Use of Cameras and Images Policy applies to the use of any film and electronic photographic equipment. This will include mobile phones and portable gaming devices with inbuilt cameras as well as other forms of digital technology and resources for storing and printing images.

Digital technology has increased the potential for cameras and images to be misused and inevitably there will be concerns about the risks to which children may be exposed. However, we are aware that the behaviours of individuals using the technology present the risk, not the technology. We have taken the view, in consultation with local police, that the risk of a child being directly targeted for abuse through being identified by a stranger is small. By taking reasonable steps to make certain that a photograph is appropriate and the full name and contact details are protected, then photography for setting and other events by staff, families and the media should be allowed. We are aware that the widespread use of mobile telephones as digital camera would make banning them very difficult to impose and police. Generally photographs for school and family use and those who appear in the press are a source of pleasure and pride. They enhance self esteem for children and their families and this practice should continue within safe practice guidelines set out in this policy.

### Sharing images online

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social network. This means we can easily share our photos and video with family and friends.

Whilst this can be very useful to all of us we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

- Once posted and shared online any image or video can be copied and will stay online forever.
- Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
- Therefore in order to keep all members of our community safe we must all 'Think before we post' online.
- At The Gold Rose MAT schools we are happy for parents and carers to take photos and videos of events for personal use but we require that images which include other parents' children are not distributed or put online. This is to protect all members of the community.

### Official use of images/videos of children by the school

- All images taken by the school will be used in a manner respectful of data protection principles. This means that images will be:
  - Fairly and lawfully processed
  - Processed for limited, specifically stated purposes only
  - Accurate and, where necessary, up to date

- Kept on file for no longer than necessary
- Processed in line with an individual's legal rights
- The Data Controller is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school.
- Written permission from parents or carers will be obtained before images/ videos of children are electronically published by the school.
- Written consent will be obtained on an annual basis and records will be kept securely on file.
- This policy will be included in brochures on entry and will also be referred to and signposted when consent is sought.
- Consent will be kept by the school where images are for publicity purposes until the image is no longer in use
- Images will not be kept for longer than is considered necessary.
- The data controller reserves the right to view any images taken and to withdraw or modify a member of staff's authorisation to take or make images at any time.
- Children's full names will not be used on the website or social media in association with photographs
- The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, on a prospectus or in other printed publications.
- The school will only use images of children who are suitably dressed
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities
- Only official school owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras, including mobile phones, is prohibited at all times.
- Careful consideration is given before involving very young or vulnerable children when taking photographs or recordings, who may be unable to question why or how activities are taking place.
- The school will discuss the use of images with children in an age appropriate way.
- Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming etc

### Use of photos/videos by parents/carers

- Parents are permitted to take photographs or video footage of events for private use only
- Parents are only permitted to take or make recordings within designated areas of the school. Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming. Photography is also not permitted by parents in classrooms where there are a large number of identifying displays.
- The opportunity for parents to take photographs and make videos can be reserved by the school on health and safety grounds.
- Parents who are using photographic equipment must be mindful of others when making and taking images.
- Parents may not distribute or post online images they take which include other parents' children. This is likely to apply to all photographs and videos taken at group events like productions and class assemblies.

## Use of photos/ videos by children

- The school will discuss and agree age appropriate acceptable use of rules with children regarding the appropriate use of cameras, such as places children cannot take the camera (e.g. unsupervised areas, toilets etc).
- The use of non school provided devices e.g. mobile phones is covered in other policies such as E Safety, but generally speaking children are not permitted to use personal photographic devices in school. Where they are permissible, e.g. residential visits, agreements will be signed by parents and children regarding their use.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with Data Protection laws.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Parents will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed by the school e.g. for internal use only

## Use of images of children by the media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. Only children with written consent from parents to appear in the press, usually the local paper, will be included and the school will request that minimal personal detail is included e.g. first names only.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is considered to have acted in good faith.

## Use of professional photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the schools e safety policy
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children.

## Use of Closed-circuit television (CCTV)

- All areas which are covered by CCTV will be well signposted and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings will be erased before disposal.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.

- CCTV cameras will be appropriately placed within the school.

### Parental Consent for Image Letter Template

#### Dear Parent/carer

This letter explains why we will need to ask for your consent before we are able to take photographs of your child during their time at (school name).

Generally photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording education activities
- recording their learning and development progress
- recording special events and achievements

We will also encourage children to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other.

We do however recognise that with the increase use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We include the safe use of cameras and images as part of our Online Safety Policy, which you are welcome to view or take a copy of at any time.

To comply with the Data Protection Act 1988, we need your permission before we can photograph or make any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the setting.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely,

## Parental Consent for Images - Conditions of Use

- This form is valid for the period of time your child attends the school. The consent will automatically expire after this time. We will not re-use any photographs or recordings after your child leaves the setting without additional consent. This form will be re-issued at the beginning of each academic year, providing an opportunity to revise consent.
- We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on video/DVD, on our website, in our prospectus or in any of our other printed publications.
- We will not include personal addresses, emails, telephone numbers, fax numbers on video, on our website, in our prospectus or in other printed publications.
- If we use photographs of individual children then we will not use the name of that child in the accompanying text or photo caption. If we name a child in any text then we will not use a photograph of that child to accompany the article.
- We may include pictures children and staff that have been drawn by the children.
- We may use group photographs or footage with general labels, such as 'making Christmas decorations.
- We will only use images of children who are suitably dressed.
- We will discuss the use of images with children in an age appropriate way to role model positive behaviour.
- This consent can be withdrawn by parent/carer at any time by informing the School in writing.

	Please Circle as Appropriate
May we use your child's photograph/image in displays around the setting?	Yes / No
May we record your child's image or use videos for assessments, monitoring or other educational uses within the setting? (these images or recordings will be used internally only)	Yes / No
May we use your child's photograph/image in our prospectus and other printed publications that we produce for educational and promotional purposes?	Yes / No
May we use your child's image on our website or other electronic communications?	Yes / No
May we record your child's image on webcam for appropriate curriculum purposes?	Yes / No
Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the setting?	Yes / No
Are you happy for the school to print images of your child electronically	Yes / No

I have read and understood the conditions of use and I am also aware of the following:

- Websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.
- The press are exempt from the Data Protection Act and may want to include the names and personal details of children and adults in the media.
- I/we will discuss the use of images with our child/ren to obtain their views, if appropriate
- As the child's parents/guardians, we/I agree that if we/I take photographs or video recordings of our child/ren which include other children then we will only use these for personal use and will not distribute these images or post them online.

Name of Child:

Date:

Parent/Carer Name:

Parent/carer's signature:

Child's Signature (if appropriate):

## Guide to the Use of Images Online

### Using Images Safely and Responsibly

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video.

We now have the exciting dimension of adding our images and videos to our online social networks, such as Facebook, YouTube and many other websites. This means that we can easily share our photos and video with family and friends.

Whilst this can be very useful to all of us, we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

### What should we all think about before posting any images or video online and are there any risks?

Once posted and shared online any image or video can be copied and will stay online forever.

Some children are at risk and MUST NOT have their image put online.  
Not all members of the community will know who they are.

Some people do not want their images online for personal or religious reasons.

Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.

Therefore in order to keep all members of the community safe we must all 'Think Before We Post' Online

At The Gold Rose MAT we are happy for parents and carers to take photos and video of events for personal use but require that any images which include other peoples' children are not distributed or put online. This is to protect all members of the community.

We thank you for your support,

### Further Information on the Use of Images and video:

- Be Safe Online: <http://tiny.cc/49eiu>  
Information Commissioner's Office: <http://tinyurl.com/yc7nmnv>  
Think U Know: [www.thinkuknow.co.uk/parents/safeuse](http://www.thinkuknow.co.uk/parents/safeuse)  
Get Safe Online: [www.getsafeonline.org](http://www.getsafeonline.org)

Adapted from resources developed by the Hertfordshire Schools' e-Safety Team

# Respect and Care for the Whole Community when taking Photos and Videos

We are happy for parents and carers to take photos and video for personal use but require that these images are not distributed or put online if they contain images of other children, adults or staff.

This will help protect all members of the community.

Thank you for your support

**The Gold Rose MAT**

Being the best we can be

