



Use of Photographic Images Policy

This policy was approved and adopted by
the Headteacher
on 17th December 2021

It will be reviewed in Summer 2023



1. RATIONALE

We live in an age in which digital technology has vastly increased the use, and potential misuse, of photography.

Publicity surrounding concerns about such matters as to whether to allow filming of school events has prompted us to ensure that we have a policy in the interest of the safety of our children.

This policy follows guidance given by the LA, which in turn has consulted the following agencies and individuals:

- The Investigation and Referrals Support Coordinator
- The Development Manager for Welfare and Protection
- Representatives from the County Council's Legal Services and Corporate Communications Unit
- Surrey Police
- Surrey Children's Service
- Trinity Mirror Newspapers, representing the local press
- Kent and Hampshire County Councils.

2. PRINCIPLES

Generally, photographs for school and family use and those that appear in the media, are a source of pleasure and pride which we believe usually enhance self-esteem for children and young people, and their families, and we believe the custom should continue, within safe-practice guidelines.

We intend to do all we can to ensure that our children are safe and maintain the trust in our parent-school relationship and to this end have adopted this policy. We wish to enable those parents with particular concerns to specify that they withhold their consent for whatever reason.

3. PROCEDURES / GUIDANCE FOR USE

3.1 Issues of consent

The Data Protection Act of 2018 affects our use of photography. This is because an image of a child is personal data for the purpose of the Act, and it is a requirement that consent is obtained from the parent of a child or young person under the age of 18 years for any photographs or video recordings for purposes beyond the school's core education function (eg websites, school productions). The child's views are also important.

As it is likely that there will be a number of occasions during a pupil's school life when the school may wish to photograph or video that pupil, we will seek parental consent when the pupil starts school.



When a child joins our school, we ask the child's parent or guardian to provide or withhold consent relating to all cases where images of children are to be published beyond the parameters of school use. The consent form, which is contained within the school's 'Registration Booklet', is reproduced in Appendix 1. The consents provided are entered on the child's record in our Management Information System and the Registration Booklet is placed in the child's blue school record folder.

Where children are 'Looked After' the school will check consent on the corporate parent's behalf with the social worker, and there may be other situations (in adoption placements or following a resettlement from domestic violence for example), where a child's security is known by the class teacher to be at stake, indicating the need for extra care.

Parents retain the right to withdraw consent at any stage, but they need to do this in writing.

3.2 Planning photographs of children

Images published together with names and details of pupils allow for the remote possibility that people outside the school could identify, and then attempt to contact, pupils directly. The measures described below should help to minimise the risk of such unsolicited attention.

- General or group shots rather than close up shots of individual children
- Use of images of children in suitable dress – particularly in PE.
- Only school equipment may be used to take photographs of children. No member of staff (including volunteers/ parents) is permitted to use their own personal cameras, mobile phones, iPads or any other personal device for this purpose.

3.3 Identifying pupils

The DFE advises the following:

- If the pupil is named, avoid using their photograph. If the photograph is used, avoid naming the pupil.

In any published text we will avoid using the full name of the child with the photograph unless we have parental consent to do so. Photographs may be used with the first name only and in a group situation where names cannot be linked to individuals in the photograph.

3.4 Using photographs of children supplied by a third party

Copyright does not apply to images for private family use. However copyright does exist in commercial photographs and it rests with the photographer. Copyright is a right that the photographer automatically enjoys as the creator of the work to prevent other people exploiting his or her work and to control how other people use it.

Before using a photograph supplied by a third party the school would check that the third party owns the copyright in the photograph and we would obtain their written or verbally recorded permission to use it.



Images downloaded from the Internet are also subject to copyright.

Third parties will be generally under the same obligations as the school to obtain parental consent to the use and distribution of photographs. The school would ask the third party to guarantee that all relevant consents have been given and that they are entitled to provide us with that image.

3.5 Using images of children by the Press/ Media

There may be occasions when the Press/ Media take photographs of pupils at school or use photographs provided by the school. The school will make a decision on access as we see fit and in the best interest of the children.

The school will release names to be included alongside photographs only if parents have given consent (please see consent form in Appendix 1).

To a great extent, the manner in which media approach children is restricted by the media industry's own codes of practice, as well as law. Journalists should not photograph or interview children under 16 without the consent of a parent or other responsible adult, and children should not be approached without the school's permission.

The school will make this policy clear to the local newspaper or other media. It will be made clear in advance to journalists on what basis they are being allowed to take photographs and what use they can make of the images and the pupils' names.

3.6. School prospectuses and other literature

Although most school literature is sent to a specific interest group, the school will avoid using full names or personal details of any child in a photograph. See section 3.3.

3.7 School Productions and the use of videos, and photographs

Parents/ carers are able to take photographs or videos for their own private use but not for anything other than their own personal use. They would not, for example, be permitted to sell videos/ DVDs of a school event (unless authorised to do so by the Headteacher/LAB for the purpose of fund-raising on behalf of the school and in a fashion that had already met the requirements for such sales). Recording and/or photographing other than for private use would require the consent of all the other parents/carers whose children may be included in the images. To make sales or pass copies on without this could be a breach of the Data Protection Act.

The school will make a decision whether to allow videos and photographs to be taken by parents/ carers during events. In many instances this will be permitted but there are occasions when we particularly ask parents not to photograph or video as this impinges on the atmosphere of the events – for example when parents visit an assembly/concert. When informing parents of an event we will also inform them of our decision on photography and videoing.

At all events it will be made clear at the start whether videos and photography make take place. If permission is granted parents will be reminded that images may be



taken for private use only and if they include others may not be put on the web/internet without permission or the Data Protection Act may be contravened.

In relation to child protection considerations, the school needs to be as certain as possible that images reproduced are appropriate and they are not reproduced elsewhere without consent. We will do all we can to ensure that people with no connection to the school do not have any opportunity to film covertly. Staff will tackle anyone they do not recognise who is using a camera or video recorder at events and productions.

A guide is provided for parents. See Appendix 2.

3.9 Websites

Including images of pupils on the school website can be motivating for the pupils involved and provide a good opportunity to promote the work of the school.

When assessing the potential risks in the use of images of pupils, the most important factor is the potential for inappropriate use of images of children. Considerations include:

- Request for parental permission
- Avoid using the first name and last name of individuals in a photograph / credits for video.
- Consider using group photos rather than photos of individual children.
- Ensure that the image file is appropriately named – do not use pupil names in image filenames or Alt tags.
- Only use images of pupils in suitable dress to reduce the risk of inappropriate use.

3.10 Parental right to take photographs

Parents are not covered by the Data Protection Act 2018 if they are taking photographs or making a video recording for their own private use. The Act does not, therefore, stop parents from taking photographs or making video recordings at school events such as nativity plays.

Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use (eg with a view to selling videos/DVDs of a school event). Recording and/or photographing other than for private use would require the consent of other parents whose children may be captured on the film. Without this the Data Protection Act 2018 would be breached.

3.11 Storage of photographs

Any photographs will be maintained securely for school use only.

3.12 Official School Photographs

The school will periodically invite an official photographer into school to take photographs of individual children and classes / groups. The school would make a risk assessment in terms of the validity of the photographer/agency involved and establish what checks/vetting have been made. Levels of supervision would ensure that the welfare of the children is safeguarded at all times.



Policy: Use of photographic images

Approval date: 17th December 2021

Review date: Summer 2023

4. MONITORING EVALUATION AND REVIEW

This policy will be reviewed on a two year cycle by staff and the Headteacher.

5. LINKS TO OTHER POLICIES

- Child Protection and Safeguarding



APPENDIX 1

PHOTOGRAPHIC IMAGES – SEEKING CONSENT

This information explains why we need to ask for your consent to any photographs that may be taken of your child while he or she is a pupil at this school.

Generally, photographs of children for school and family use, and occasionally for publication in the local Press, are a source of pleasure and pride and so are to be welcomed. However, we live in an age in which technology has vastly increased the use, and potential misuse, of photographs. In the recent past there has been concern about the possibility of a child being identified by a photograph in the Press, or in the filming of a school event, in case they are put at risk of being targeted for abuse.

Having taken advice from Surrey Police, Surrey County Council (the Local Authority) and other organisations, we believe that the risk of a child being identified by a stranger is so small that, provided reasonable steps are in place to limit the publication of their names and addresses, photography of children at the school should continue, in line with the policy set out below.

Our policy is to broadly follow the Department of Education (DfE) advice: 'If the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil.' So we will not use children's full names alongside their photographs in the school's own printed publications, in video films or on our website. However, pupils' first names may be used, and their full names may be given in group situations where they cannot be linked to individuals in the photograph.

With regard to the Press, the school will allow local newspapers to take photographs of children, when appropriate, provided that parental consent has been given. Some newspapers insist that children's forenames must be published with their photographs. If not, they may decline to cover school events. That is why it is important for you to tell us whether you have any objection. If you do object, the school will not allow your child to be photographed by the Press. Newspapers will be asked to avoid using the child's name if their image is put on the newspaper's own website.

Although it is fairly rare for television companies to visit the school, your consent for newspaper photographs would also apply to television images. However, children's names are normally not given on television and we would seek specific permission from you if your child's name were to be used.

If you would like to discuss these matters in more detail, please contact the school office. If in the future you should wish to change your decision on whether to give consent, you can do so at any time.



HOW WE SEEK CONSENT

As part of our core educational work and to aid the children’s learning we use video and photography. Below are additional areas where photographic images are used beyond the school environment and where consent is required. If you have any concerns or queries or would like further information please contact the school office before you complete this form. Please be aware that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

CHILD’S NAME: _____ (please print)	
School photographs for parents	
Each year we invite a professional photographer to school to take individual, sibling (attending the Infant School) and class photographs of the children. Proofs are viewed through QR codes issued by the photographer. There is no obligation for parents to purchase the final print.	
Do you wish your child to be part of the yearly class photograph for parents?	YES / NO
Do you wish your child to sit for an individual / sibling photograph?	YES / NO
CRIS and The Alliance Multi-Academy Trust (TAMAT) promotional purposes	
On occasion we may wish to use photographs or recordings for promotional purposes or school publications, e.g. CRIS or TAMAT websites, media. As these activities are beyond our core work we require your permission to utilise any such photography. Full names will not be used on the CRIS or TAMAT websites or printed publications.	
May we use your child’s photograph in CRIS publications?	YES / NO
May we use your child’s photograph in TAMAT publications?	YES / NO
May we use your child’s image on the CRIS website?	YES / NO
May we use your child’s image on the TAMAT website?	YES / NO
May we allow your child to appear in the media? (We would request that the child’s full name is not used)	YES / NO

The Table continues on the next page



Recordings of Crawley Ridge Infant School (CRIS) productions for parents

As part of our core educational work we present a Christmas Production each year which involves **all** children in the school. We may also, from time to time, choose to record smaller productions for parents. We ask parents not to photograph or video the children during productions so that the children perform to a personal audience of faces and not to a bank of video cameras and they are not distracted by flash photography. We are aware however that many parents do wish to have a lasting keepsake of these productions and to this end, where possible, we commission a professional recording that is made available for parents to purchase for personal use. In the past all parents have consented to this.

May we use your child's image on a recording for parental use?

YES / NO

Recordings of Crawley Ridge Infant School (CRIS) productions for YouTube and the school website

As we develop our use of the internet for home learning and communications we have been uploading recordings of staff and children's work onto our school YouTube channel. This account is not accessible to the public. All our videos are uploaded as 'unlisted' and 'made for kids' which helps to eliminate adverts and only allows people with the unique web address link to be able to watch the videos. As with photographs taken at events in school we ask that you only watch the videos for personal use and do not share the video link with others. Going forward we may record videos of the children doing various activities around the school and share the videos with parents where appropriate, via a Parentmail with the link, or uploading the video to our school website.

May we record your child in line with the details given above?

YES / NO

PARENT/GUARDIAN SIGNATURE _____

DATE _____

CAMERA AND VIDEO COURTESY CODE – DECLARATION

I have read and understood the school's guidance on (Part B, notes 6.1 & 6.2 [of the Registration Booklet]) and all the explanations accompanying the requests for permission above. My decision on whether to give consent will remain valid throughout my child's time at the school, unless I notify the school to the contrary in writing. I promise that if I, or members of my family, take photographs or video recordings at a school event where this is permitted, these will be kept for family use only. I have read and will abide by the school's 'Camera and Video Courtesy Code' (Part B, note 6.2 [of the Registration Booklet]).

CHILD'S NAME _____

PARENT/GUARDIAN SIGNATURE _____

DATE _____



APPENDIX 2

CAMERA & VIDEO COURTESY CODE – A GUIDE FOR PARENTS WHO WISH TO PHOTOGRAPH AND/OR VIDEO A SCHOOL EVENT WHEN PERMISSION IS GRANTED BY THE SCHOOL

Generally photographs and videos for school and family use are a source of innocent pleasure and pride which can enhance self-esteem for children and their families. By following some simple guidelines we can proceed safely and with regard to the law.

- Remember that parents and carers attend school events at the invitation of the Headteacher and Governors.
- The Headteacher and Governors have the responsibility to decide if photography and video recording of school performances are permitted.
- The Headteacher and Governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children and staff are not distracted.
- Parents and carers can use photographs and videos which include other children taken at a school event for their own personal use only. Such photos and videos cannot be sold and must not be put on the web/internet, eg, Facebook, due to Data Protection legislation, which in such circumstances is likely to be contravened.
- Recording or photographing other than for private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must follow guidance from staff as to when photography and video recording is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events.
- If you are accompanied or represented by people whom school staff do not recognise, they may need to establish their identity if they are using a camera or video recorder.