



The Federation of Bedenham and Holbrook Primary Schools



Photographic and video images Policy Sept 2015

Introduction

- 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.
- 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

- 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.
- 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

- We will allow video and photographic recordings of all school performances, but expect parents to treat such images with due care and not display these on the internet eg facebook.
- The school will dissuade parents/carers from taking video during performances and will actively ask that any images are not posted on to social media sites.

4 The Internet

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

5 Mobile phones

Some older children bring mobile phones in to school for security purposes as they tend to make their own way to and from school. Mobile phones will be handed in at the start of the school day to the teacher. The teacher, who will take every precaution to keep the phone safe, will not be held responsible for the safety of the phone whilst it is in school. Adults may bring mobile phones, but must not use them to take pictures of children. Adults should

not use their mobile phones unless it is exceptional circumstances or for communication and safety whilst on a school trip.

6 Use of digital cameras

- 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.
- Images will be made only as appropriate for school-related activities.
- 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.
- As soon as images have been used for their intended purpose (e.g. illustrating a good football pass), they will be deleted from the cameras. The school will store digital images on the server for the time the child is at school.

7 Media publications

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 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 and carers 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.

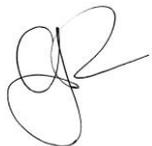
8 Monitoring

This policy will be monitored by the governing body and revised as appropriate, and not less than two 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 heads of school.

Agreed at the Governing Body Meeting on: 25 January 2011 Minute Reference: 8

To be reviewed: Sept 2016

Reviewed June 2015 approved at policy committee: 07.09.15

Chair of governors: 

Head of school Bedenham: 

Head of School Holbrook 