

TAKING AND USING IMAGES OF PUPILS

1. Context

Schools take images of pupils for various reasons, eg: the prospectus; events (special assemblies, prize giving, sports day etc); functions (charity events etc); curricular activities (class work, visitors to school; field trips etc); extra-curricular activities (school sports fixtures, school trips, class outings etc).

Such images are used to publicise the many activities in which pupils participate and to create a record of an event to show to participants, other pupils and parents. To do this, photographs are displayed throughout the school and on the school website; videos and photographs are shown to parents/ staff and others and put on our podcasting website; media coverage is arranged; prospectuses are published and distributed.

Digital technology has vastly increased the use, and potential opportunities for misuse, of photography. Publicity concerning such matters has prompted the publication of a this policy on taking and using images of pupils.

Brackenagh West Primary School is committed to the protection of children and young people. However, the risk of a child being directly targeted for abuse through being identified by a stranger is so small that, providing reasonable precautions are taken, the practice of photography, for school events by families and the media, will be allowed. Furthermore, the widespread use of mobile telephones as digital cameras would make a ban difficult to impose and police.

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

2. Consent

An image of a person is personal data under the terms of the Data Protection Act 1998 and it is a requirement of the Act that consent from the parent of a child or young person under the age of 18 years is obtained for any photograph or video recording to be taken and used.

Therefore, Brackenagh West Primary School will not permit, wherever possible, photographs, film, video or other images of children to be taken or used without the prior consent of the parent/carer.

Where parents/carers have refused permission for their child to be photographed or have not returned a correctly completed and signed consent form, the child must be removed from situations where their image may be recorded. Where this is not practical, no images should be recorded.

3. Summary of the conditions for taking and using images of the pupil should consent be given.

If you give consent for a digital image of your child to be taken and used by the school, this means;

With one exception (see next paragraph) the full name of any pupil will not be used in any accompanying text or caption of any image (on video, on the website, in the school prospectus or other printed publications).

The picture and full name of a competition or prize-winner may be used where the consent of both the prize-winner and the parent/carer has been obtained. Personal e-mail or postal addresses or telephone numbers of any pupil will not be used in any image (on video, on the website, in the school prospectus or other printed publications).

Group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations” may be used.

To reduce the risk of such images being used inappropriately, only images of pupils who are suitably dressed/posed will be used.

Pictures of pupils drawn by pupils may be used.

4. Advice

Parental right to take photographs and videos

Parents or carers are not covered by the Data Protection Act 1998 if they are taking photographs or making a video recording for their own private use.

The Act does not, therefore, stop parents or carers, other family members and friends from taking photographs or making video recordings at school events, such as nativity plays.

Parents or carers, other family members and friends are not permitted, however, to take photographs or to make a video recording *for anything other than their own personal use*. Recording and/or photographing other than for private use would require the consent of the other parents/carers whose children may be captured on film. Without this consent the Data Protection Act 1998 would be breached.

Use of images of children by the media

There may be occasions when the media take photographs or film pupils in a school.

The consent form enables parents/carers to decide whether to agree to their children being featured in the media.

Using digital video

Digital video is an exciting medium that can motivate and inspire pupils. Whilst the risks of digital video in education are minimal, as with other images, schools have a duty of care to ensure that pupils remain unidentifiable if examples of digital video work are shown on a school website, thus reducing the risk of inappropriate contact from outside the school.

Website

Including images of pupils on our school website can be motivating for the pupils involved and provide a good opportunity to promote the work of the school. The potential risks of including images of pupils on the website are balanced against the principles of creating colourful, informative and relevant pages, as the school would do with any publication.

Consent Form For Photography and Images of Children

Dear Parent/Guardian

During your child's life at Brackenagh West Primary School we may wish to take digital images of activities that involve your child. The images may be used for displays, publications, on the school website or by local newspapers.

Photography or filming will only take place with the permission of the Principal, and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named if there is a particular reason to do so (e.g. they have won a prize), and home addresses will **never** be given out. Images that might cause embarrassment or distress will not be used, nor will images be associated with material on issues that are sensitive.

Before taking any photographs of your child, we need your permission. Please **answer the questions below, sign and date the form and return it to your child's class teacher**. You can ask to see images of your child held by us. You may withdraw your consent at any time.

Name of child (Block Capitals) :	
Name(s) of person responsible for the child:	
I understand that: <ul style="list-style-type: none">• the local media may take images of activities that show the school and children in a positive light e.g. photos of new starters, drama and musical performances, sports and prize giving etc;• photographers acting on behalf of the school may take images for use in displays, in publications or on a website;• digital video images may be used on the school podcasting website;• embarrassing or distressing images will not be used;• the images will not be associated with distressing or sensitive issues; and• the school will regularly review and delete unwanted material.	
Having read the above statement, do you give your consent for photographs and other images to be taken and used? (please tick the appropriate box)	☐ YES , I give my consent for images to be taken and used
	☐ NO , I do not give my permission for images to be taken and used
Signature of person responsible for the child:	
Relationship to the child:	
Date (Date/Month/Year):	

If you wish to attend school functions and take photographs of your and other people's children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events. Thank you.

M J Peacock
Principal