



ARK Franklin Primary Academy

POLICY FOR THE USE OF IMAGES OF PUPILS

Purpose of policy

This policy sets out how Ark Franklin will ensure the safety and welfare of children in our care when taking and using images of them. This policy applies to all staff, governors and volunteers working at the school as well as visitors, including parents.

Introduction

Photographs are taken in school, by staff and pupils, for a variety of educational reasons. They are routinely used for record keeping, assessment, as teaching resources and to celebrate success. Schools also use photographs to promote the school's activities to the school's community and in the press. We understand that photographs must be used in a responsible, safe way and recognise the need to respect children's and families' rights of privacy.

Photographs and video images may be classed as personal data under the terms of the Data Protection Act 1988. Therefore such images may only be used for school publicity or other purposes in cases in which the consent of the parent or legal guardian has not been withheld or withdrawn.

When pupils join the school parents or legal guardians will be asked to sign a consent form concerning the use of images of their child. They have the right to withdraw this consent at any stage.

Images for use within school:

Images include video footage and photographs, both printed and digital:

- The school will only take and use images that are appropriate.
- A child's name will only accompany an image when it is displayed within school.
- Images must only be taken on devices owned by school and not personal cameras or phones.
- Images taken by pupils in school will be on school devices and will be monitored by the staff leading that activity. Pupils are not allowed to use personal devices in school.
- Images will be kept securely within school and may be held for the duration of the pupil's time there, after which, they will be destroyed.
- The school recognises that images must not be used to cause distress, upset or to embarrass.
- Images of children from the school will not be used to illustrate controversial subjects. Images for the school website/ social media: The school website and Twitter feed supports communication with parents, pupils and the wider community and helps to publicise activities, promote the school's ethos and celebrate successes in school. These may include the use of pupil's school work, pictures of learning spaces and images of children engaged in curriculum or enrichment activities. Images of children are always used anonymously, unless specific consent has been sought for a particular use and never in cases in which parents or legal guardians have withheld or withdrawn consent. Any subsequent requests from parents or legal guardians to remove images of their children will always be respected.

Images for press use:

There may be occasions when images may be taken in school or on excursions for use in the news media or magazines, e.g. to publicise achievements or as part of the local paper's Reception Class photo supplement. If parents or legal guardians have withheld consent for photography their child/children will not be included in such images. If the press requires the name of a pupil to be included with an image then specific consent will be sought by the school as the occasion arises.

Images taken by parents, legal guardians or family members:

We recognise and where possible try to accommodate the wishes of family members to take photographs or videos of their own children during school events e.g. productions, graduations and sports days. But it is the responsibility of the school to ensure that we are compliant with safeguarding requirements at

all times and do not put at risk the safety of any vulnerable children. Events can involve all children throughout school or at the very least all the children from a particular class, meaning complying with the wishes of those parents who do not wish their child to be photographed is a complex and sensitive matter.

However, if family members do wish to take photographs or videos during a school event, the school will normally permit this, providing that the following ground rules are adhered to in order to respect others and ensure safeguarding is not compromised:-

- As an invited guest of the school ensure that you follow our requests as to when and where you can safely take photographs of your own child. This will usually be at the end of an event such as a production or assembly to avoid distractions, and may be only in a particular area.
- Ensure that any and all images taken at school events are exclusively for personal use and are not uploaded to the internet or posted on social networking sites.
- School may request that audience members fill in a permission slip to be allowed to video at concerts and productions; this is usually due to copyright compliance with purchased theatrical and musical materials.
- Refrain from taking photographs and/or video if and when requested to do so by staff. Anyone who continues to take photographs or video after being informed of a restriction will be asked by a member of staff to stop and to delete any material they have recorded.
- The school has the right to prohibit photography and videoing at an event. This may be as there are children present where parents have withheld consent or they are subject to legal advice and could otherwise appear in your images.
- To avoid any disappointment and confusion, all parents will be notified of the requirement to observe constraints on the use of photography and videos in advance or at the start of any school performances, productions or other similar events. Please note that the use of personal cameras, mobile phone cameras or other recording equipment is prohibited to be used by visitors, including parents, on school premises at all other times e.g. coffee mornings or classroom visits. CCTV: The school may use/uses CCTV in some outdoor areas of school property as a security measure against theft, trespassing and vandalism. Cameras will only be used in appropriate areas and there will be clear signage indicating where it is in operation.



**ARK Franklin
Primary Academy**

DIGITAL IMAGES, PHOTOGRAPHS AND VIDEO FOOTAGE

PERMISSION FORM

Parent / Guardian name:

Pupil name(s): **Class**

I understand that there will be occasions during the school year where photographs and/or video recording of the children will be made by staff, other parents/carers and the press. These may be published within the Academy by ARK, or in wider publications, e.g. websites and newspapers.

I GIVE PERMISSION for digital images, photographs and or video footage of my child can be taken and used.

OR

I **DO NOT** wish for digital images, photographs and /or video footage of my child to be taken or used.

Parent / Guardian signature:

Date: