

# Policy & Guidance

# Photography Policy

February

# 2016

## Broomfield Primary School

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**Headteacher: Miss Alex Allison**



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### 1. Introduction:

Photographs reflect and record the diverse range of activities that the pupils at Broomfield Primary School experience. Using photographs of our pupils celebrates the exciting learning that takes place and publicises the school's initiatives and achievements to prospective parents and the wider community. However, photographs and recordings must be used in a responsible way and we need to respect children's and parents' rights of privacy and be aware of any potential child protection issues whilst establishing a balance between proper use of technology and the safety of our children at all times; therefore our school has procedures in place to ensure that our pupils are kept safe and secure, whether at school or elsewhere and parental consent is secured for the use of photographs.

### 2. Data Protection:

Photographs and video images of pupils and staff are classed as personal data under the terms of the date Protection Act 1998. Therefore, using such images for school publicity purposes required the consent of each pupil's legal guardian, (parent or carer).

### 3. Parental permission:

At the start of each school year or when a pupil joins school, all parents and carers are asked to sign a consent form allowing their child to be photographed or videoed whilst taking part in school activities and for these images to be used within school, on the school website, on the website of activity providers or the local press. Parents can opt into or out of any of the categories. This consent allows us to take and appropriately use photographs and recordings of our pupils at events such as performances, educational activities, trips, visitors, sports festivals etc. Where parents do not give their consent, then children concerned will not be videoed or photographed.

### 4. Child Protection:

The safeguarding and protection of all our pupils is of paramount importance in everything we do. There may be a child protection risk when individual pupils can be identified in photographs. The procedures outlined in this policy are designed to minimise any risk. In the event of any inappropriate use of children's

photographs, the headteacher will follow the child protection procedure within Leicestershire schools and / or inform social services or the police as appropriate.

## **5. The Internet and School Website:**

To ensure the privacy and safety of our pupils, we operate the following policy for our website:

- Only appropriate images will be used on the school website.
- Only images of children for whom consent has been given will appear on our website.
- On photographs or recordings, children will not be identified by their name or address
- Where a pupil's name is used, e.g. a quote about an activity, no photograph of that child will be displayed
- When another organisation has been given permission to use a photo of our pupils the rules above apply.

By observing these practices, the school ensures that anyone viewing our website cannot link images of pupils to names of pupils. When choosing photographs or recordings for our website, school is mindful of the way pupils may appear in them and will not include any images which are in any way inappropriate.

## **6. Media:**

Sometimes local, (or national), media visit the school to follow up a news item or celebrate an achievement by an individual, group or whole school. In this situation, only children for whom permission has been granted will appear in the photograph. Newspapers normally ask for the names of pupils to go alongside the photographs, so parental permission is a necessity.

## **7. Use of Digital Cameras:**

There are many ways in which digital cameras can be used during classroom activities; they are a valuable resource. Children will be taught how to use a digital camera and any images taken will be appropriate for their intended purpose and supervised by a responsible adult. As soon as possible, photographs and recordings will be downloaded onto a school machine and deleted from the mobile device. Photographs and recordings can only be stored on the school network or portable hard drive.

## **8. Mobile Phones:**

No images of pupils must be taken using a mobile phone. Please refer to the mobile phone and i pad policies.

## **9. School performances:**

Parents are not allowed to video and photograph their children during school performances and events. This is to ensure the safeguarding of all children and to maintain the enjoyment of both the audience and the children participating. Photographs will be taken of all children performing and a copy will be provided to parents after the performance.

## **10. Sports day:**

Parents will be asked to sign in to enable them to take pictures during sports day. A copy of the social media policy will be given at the same time so that parents are clear about the safe use of images. Children must be in appropriate clothing and in appropriate areas.