



Use of Photographic Images Policy

St. Clare's Primary School

Use of Photographic Images Policy

St. Clare's Primary School welcomes positive publicity and will use images of children and young people to celebrate success and achievement in the school.

Provided reasonable precautions are taken, the generating and use of photographs of pupils and staff and the photographing of school events and media will continue. Photos of staff and pupils must be used responsibly and in a way that reflects the protective ethos of the school, taking into account the legislative requirements and at all times respecting the rights to privacy of children, young people, parents and staff.

What does a photographic image include?

It includes video and digital photography, camera phones, CCTV, media (film and newspaper) and webcams.

Before taking a photo we will ...

- Obtain the consent of the person in the picture or from their parent or carer
- Tell parents particularly those new to the school our use of images policy and reasons for it.
- Ensure all children are appropriately dressed.
- Do not use images that are likely to cause distress, upset or embarrassment.
- Avoid naming young people. If one name is required then use the first name only where possible
- Be sensitive to cultural beliefs
- Regularly review stored images and delete unwanted material

Getting Parental Consent

- At the start of each new school year, signed consent will be sought from parents/guardians.
- Each year as part of a standard communication, we will ask parents if they wish to change their permission.
- We may offer a school video of special events to let parents/guardians purchase

What if a parent does not give consent?

When a parent does not agree to their child being photographed, the principal will inform staff and make every effort to comply sensitively.

- Looked after children schools must get consent from the social worker.
- If there is disagreement between parents/guardians it will be deemed that consent is not given.

What should happen when parents and a pupil disagree on consent

- If parental consent has been given and the pupil does not wish to be photographed the pupils wish will be respected.
- If a pupil wishes to appear in a photograph and the parents have not given consent then the parents wishes will be respected.
- When parents disagree about giving consent then the school will treat the situation as if consent had not been given.

How long does consent last?

You should not re use photographs after a child or teacher appearing in them has left the school so it is recommended that you destroy them immediately.

Using video

- Get parental permission before embarking on any digital video project. This should apply to all involved in the project whether behind the scenes in editing, directing or starring.
- Protect the identity of pupils when making and editing digital video, avoid referring to children by name.

Mobile/Camera Phones/webcams

Webcams and mobile phones can be used to take images without people's knowledge. In accordance with our school's discipline policy, pupils use of mobile phones which contain cameras are not permitted. Misuse should be regarded as a breach of school discipline and dealt with accordingly.

School Websites

Our school website will avoid using personal details or full names of any child in the photograph and personal e-mail or postal addresses, telephone or fax numbers.

When an image of an individual pupil is used, they will not include that child's name in the accompanying text or photo caption. This will avoid the risk of inappropriate or unwelcome attention from people outside the school. Our school website will only be updated by members of our ICT team.

Video conferencing

- St .Clare's Primary School have a responsibility to promote and safeguard the welfare of pupils by ensuring that the experts /groups used through the video conferencing are considered to be suitable.
- It is expected that pupils will be supervised at all times.

Storing and erasing of images

Regular auditing of the stored images should be undertaken by a senior member of the management team.

Digital Images -

- Images are retained on secure computer hard drives, accessible only by designated, competent members of staff.
- They will only be stored for designated periods and then erased from the hard drive.
- Images should not be stored onto memory devices or home computers.

Video –

- Special events that are recorded are retained on secure computer hard drives, accessible only by designated, competent members of staff.
- Copies of special events may be made available on DVD. These should be for personal or domestic use only.
- Staff development may involve disseminating good practice through videoed lessons. This will be for school training purposes only.