



SOWE VALLEY PRIMARY SCHOOL

Photographic and Visual Images Policy

1 Introduction

1.1 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.

1.2 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

2.1 All parents and carers will be asked to inform the school if they do not wish their child to be photographed or videoed while taking part in school activities, or for the image to be used within the school. If a parent does not send this in the school will take this as 'rolling' consent allowing 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 in displays, and other school materials such as the prospectus and website. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

2.2 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

3.1 We will allow video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent.

3.2 The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. For example, photography is forbidden in changing rooms or backstage during school productions.

3.3 At the start of all performances, the audience will be reminded that photographs and video recordings made are for domestic use only and should not be uploaded onto the internet in any format.

4 The Internet

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

5 Mobile phones

5.1 We do not generally allow children to bring mobile phones into school. In exceptional circumstances, where children bring a phone to school, it should be handed in to the school office and looked after until the end of the school day. Adults may bring mobile phones, but must not use them to take pictures of children.

6 Use of digital cameras

6.1 There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used by children or teachers to capture learning experiences as they are taking place.

6.2 Images will be made only as appropriate for school related activities.

6.3 Children will be taught how to take pictures and they will be supervised by an adult when they have access to a digital camera.

7 Media publications

7.1 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

8.1 This policy will be monitored by the governing body and revised as appropriate, and not less than three 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 Headteacher.

Date approved by Governors: November 2016

Date to be reviewed: November 2019