



Oakridge Primary School Photographic and Images Policy

Adopted:	January 2024
Chair of Health and Safety Committee:	K Lincoln
Next review date:	January 2025

This policy is based on statutory guidance from the DfE **Working Together to Safeguard Children** (December 2023) and keeping Children Safe in Education (KCSIE 2023) and Staffordshire Safeguarding Children Board (SSCB) **Guidance for Safer Working Practice for Adults who Work with Children and Young People June 2019 and the ICO Best Practice 2018.**

Rationale

At Oakridge Primary School, we recognise that photography is a useful tool within school and it is employed routinely in many ways, for example for record keeping, displays, teachers' lessons and the children's own work. On occasions, photographs are also used for the press and other promotional purposes. We also recognise the wishes of parents to take photographs and/or video of their own children participating in school events. We are, however, also sensitive to the wishes and rights of parents who may not want their children to be photographed and/or who might have concerns about the use of such images. We are aware of our responsibility to protect the children in our care from harm.

The taking of photographs in school is an increasingly complicated and sensitive area as technology has now made it much easier for pictures and images to be used and distributed inappropriately, both as printed material or as a web image. It is therefore important that schools take practical steps to ensure that pictures and images taken on school premises or at school events are done so in a way that reflects the protective ethos of the school. In order to ensure that as far as possible the use of photography and video is used safely in school and in connection with school events, the advice provided below should be followed.

Data Protection

Photographs and images of pupils and staff are classed as personal data under the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves, or in the case of pupils, their parent, guardian or carer.

For ease of reference the following "school" photography definitions are provided:

School curriculum / internal use

Photographs/digital images taken for curricular use, displays, workbooks, school trips, notice boards, school events and/or assessment purposes.

School Publicity photography

Photographs/digital images used to help promote and publicise the success of the school through newsletters. This may on occasion also involve outside agencies such as the local press.

School Website / Twitter photography/ Instagram

Photographs/digital images used to celebrate individual, class and/or team success or highlight good practice within the school. Photographs of children are always used anonymously.

School Photographer

Class and individual/family school photographs taken by a reputable commercial photographer and sold to parents. Parents are always advised of this in advance.

The Legal Position

It is illegal for any member of staff to use their mobile phone or any form of their own electronic device to take any images of the children. Further guidance can be found in the schools 'The use of mobile phones, cameras and other electronic devices with imaging and sharing capabilities policy.'

It is not illegal however for photographs of children to be taken in school by staff and using school equipment but it is sensible to comply with all current recommendations and/or good practice recognition since 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.

At Oakridge Primary School, we will not display personal images on websites, in publications or in a public place where such consent has been withheld or withdrawn and will, wherever possible, avoid naming individual children.

Parental Consent

As a minimum requirement, all parents/carers will need to know that their children may be photographed at school and the opportunity will always be open for parents to withhold or withdraw consent for:

1. photographs or video taken by members of staff for school based publicity and promotional purposes (school newsletters/ twitter/ Instagram / website).
2. photographs or video taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success.
3. photographs or video taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.

The Withholding or Withdrawal of Consent letter will be issued to all parents each September and a central file record retained of any responses received. If consent is not specifically granted, withheld or withdrawn by a parent/carer, then the school will imply that consent has not been granted. The views of parents who, for any reason do not wish their child/children to appear in such photographs will be respected at all times and all reasonable measures will be taken to ensure compliance with their request, including when on educational visits, sports fixtures, etc..

Use and Storage of Photographs and Video Images

Photographs taken as records of events or for educational purposes may be displayed around school on display boards and/or in evidence files and are then archived after use. Photographs are not exchanged with anyone outside school or held for private use. The staff are only permitted to take photographs and/or digital images of children in “school or educational provision settings” and may only use school approved and purchased cameras or recording equipment. The use of personal mobile phones or any form of electronic device to take digital images is not permitted.

Neither staff nor other adults within school are permitted to take photographs of children in one-to-one situations or when children are in vulnerable situations, such as when they are upset or not appropriately dressed.

Should the school learn about any inappropriate use of images involving children, the school will take immediate and proportional action including, if judged necessary by staff in consultation with the headteacher, recording and reporting any incident which could raise child protection concerns.

EYFS- Developmental Profiles

Photographs taken for the purpose of recording a child or group of children participating in activities or celebrating their achievements is an effective form or recording their progression in the Early Years Foundation Stage. However, it is essential that photographs are taken and stored appropriately to safeguard the children in our care. Under no circumstances must any electronic device or camera of any kind be taken into the toilets.

Only the designated school electronic photographing equipment is to be used to take such photographs as referred to above. Images taken must be deemed suitable without putting the child/children in any compromising positions that could cause embarrassment or distress. Images taken and stored on electronic devices must be downloaded to the school’s shared area on the multi media drive (W drive) as soon as possible, ideally once a week. The setting storage area is password protected. All photographs of children will be deleted as soon as they have been used for the learning purpose intended.

These rules apply where photographs are taken to show where learning occurs higher up the school.

Photography during school events

While we recognise and will try to accommodate the wishes of family members to take photographs or video of their own children or grandchildren during school events, including concerts, productions and other performance events, sports days, etc., we also recognise that the taking of photographs, video and the increasing use of mobile phones and other electronic devices to record images can prove very distracting to both the performers and others in the audience, especially when done insensitively. It is also 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. In addition, such events can involve all children throughout school or at the very least all the children from a particular key stage, and sometimes may even include children from other schools, such that 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 video with their own cameras/ electronic devices during a performance, or indeed during any other school event, the school will only permit this, providing that the following ground rules are adhered to in order to respect others and ensure safeguarding is not compromised:-

In the case of concerts, productions and other performance events:

- As an invited guest of the school ensure that you follow their requests as to when and where you can safely take photographs, and only of your own child. This will usually be at the end of an event and 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, posted on social networking sites or openly shared in other ways.
- Refrain from taking further photographs and/or video if and when requested to do so by staff.

To avoid any disappointment and confusion, all parents will be notified of the requirement to observe the constraints on the use of photography and digital images in advance of any school performances, productions or other similar events.

As noted above, it may be necessary for the school to request that no photography or filming take place at a school event (for example, to account for specific safeguarding needs). In such circumstances, this restriction will, as far as possible, be made clear to all those attending before the event begins. Anyone who continues to take photographs, video or other images after being informed of such a restriction will be asked by a member of staff to stop and to delete any material they have recorded.

Please note that the use of personal cameras, mobile phone cameras or other electronic recording equipment is prohibited on school premises at all other times. Children may then only be photographed by members of staff and using school equipment, and only if the parents or legal guardians of a child have not withheld consent.

Please speak to the Headteacher if you are unsure about the appropriate use of photographic or recording equipment and/or subsequent use and sharing of images.

School Website, Instagram and Twitter Images

The school website and Twitter supports communication with parents and pupils and helps to promote and publicise the success of the school. Pupil's school work is sometimes displayed on the website and can occasionally include discreet images of children engaged in curriculum or enrichment activities. However, images of children are always used anonymously and never in cases in which parents or legal guardians have withheld consent. Any subsequent requests from parents to remove images of their children will always be respected.

Monitoring and Evaluation

Oakridge Primary School has a duty of care and responsibility towards pupils, parents and staff and the care, safety and privacy of the individual is the key feature of this policy.

Governors are responsible for the review of DfE and SSCB guidance and advice to ensure that this policy remains appropriate.

The Headteacher is responsible for ensuring the images are used as set out in this policy with appropriate consent from parents.

Parents are responsible for ensuring that images are used responsibly, and are not published in the press without the permission of the school and not placed on the internet.

N.B. The school does not accept liability for parents who do not adhere to such requests.

Staff and Governors will review this policy every two years, taking into account advice and guidelines provided by local or national government.

The Headteacher will monitor the implementation of this policy and will ensure all staff, volunteers and students are aware of its contents. Any changes made to this policy will be communicated to parents as necessary.



Oakridge Primary School
Acceptable Use of Photographs and Video Images Policy
Consent form for photography and Videoing in school

Name of child: _____

Photographs of our children learning are taken on a regular basis. We may use these images for classroom displays, PowerPoint presentations or in books to celebrate children’s achievements or successes.

Still images may appear on our website or Twitter (no children’s names are given) or occasionally in printed publications (again no names) to promote the school. We may also, on occasions make video recordings.

From time to time, our school may be visited by the media who will take photos or very occasionally film footage. Newspaper photographers do request children’s full names.

Please tick the answers to the questions below to complete this parental consent form.

	Yes	No
May we use your child’s photograph in classroom displays, school newsletter, school videos and presentations (in-school).		
May we use your child’s photograph (no name given) for our school website and our Instagram and Twitter account		
May your child’s photograph appear in the newspaper (First name only given)		
I am happy for my child’s image to appear in other parents’ photos taken at school events eg the Christmas play and understand that they are for personal use only.		

Parent’s or guardian’s signature: _____

Date: _____

Conditions for Use

- 1) This form is valid for the period of time that your child is at this school.
- 2) We will not re-use any photographs or recordings after your child leaves the school (unless permission has been specifically sought).
- 3) We will not use the personal details i.e. address, phone number, e-mail or full names in or alongside photographs, on our website, or in any of our printed publications.
- 4) We will only use images of pupils who are suitably dressed to reduce the risk of such images being used inappropriately. No swimwear or photographs during changing e.g. before or after a school play.
- 5) We will only use the designated school camera(s).
- 6) We will ensure images are stored securely, especially where electronic, and used only by those authorised to do so. File names given to electronic images of pupils will not identify the child.
- 7) All external photographers e.g. newspaper photographers will be supervised at all times.
- 8) Photographs taken by parents at school events are for personal use only within the family and will not be placed on the internet.