

## POLICY FOR THE USE OF CAMERAS AND PHOTOGRAPHIC IMAGES

Written by	Date	Submitted to	Approved by	Renewal date
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Signed:			Signed	

### **Our Mission**

Green Park aims to provide access to high quality education and learning experiences, both in school and in the community and seeks to maximise each pupil's achievement as part of his or her life-long learning. It is the school's aim to be a centre of Educational Excellence in the heart of the community.

All images taken by the school will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:

- fairly and lawfully processed
- processed for limited, specifically stated purposes only
- used in a way that is adequate, relevant and not excessive
- accurate and up to date
- kept on file for no longer than is necessary
- processed in line with an individual's legal rights
- kept securely
- adequately protected

The Management team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school.

Written permission from parents or carers will be obtained before images/videos of children are electronically published by Green Park.

Written parental consent will be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.

Written consent from parents will be kept by the school where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.

Parental permission will be sought on an agreed basis (include details e.g. annually, on admission to the school)

A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

The Management team reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.

Memory sticks, CD's or storage devices **are not permitted** at Green Park School.

Images or videos that include children will be selected carefully when used online and will not provide material that could be reused.

Children's' full names will not be used on the website in association with photographs.

Green Park School will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

The school will only use images of children who are suitably dressed.

Children's work will only be published with their permission or their parents' consent.

Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.

All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.

Only official setting owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras by staff is always prohibited.

Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use. The school/setting will ensure that images

are held in accordance with the Data Protection Act and suitable child protection requirements (if necessary) are in place.

Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.

The school/setting will discuss the use of images with children and young people in an age appropriate way.

Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.

**Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.**

### **Use of Photos/Videos by Parents/Carers**

Photographs taken by parents/carers at event/assemblies do not breach the data protection act as long as **they are only for personal use.**

Digital video and images must not be shared on the internet such as Facebook, YouTube, or other social network sites.

Parents must make every attempt to only include their own child in photographs and videos taken at school.

Parents/Carers are only permitted to take or make recording within designated areas of the setting. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.

The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.

Parents and carers who are using photographic equipment must be mindful of others when making and taking images.

The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.

Parents may contact the school Management team to discuss any concerns regarding the use of images.

## **Use of Photos/Videos by Children**

The setting will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children can not take the camera (e.g. unsupervised areas, toilets etc).

**Non setting provided devices e.g. mobile phones, children's own digital cameras are not allowed to be used for any school purposes.**

All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.

Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.

Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 1998.

Parents / carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed by the setting e.g. will be for internal use by the setting only (not shared online or via any website or social media tool).

Photos taken by children for official use will be carefully controlled by the setting and will be checked carefully before sharing online or via digital screens.

Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

## **Use of Images of Children by the Media**

Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (e.g. first names only) can be published along with images and videos.

The identity of any press representative will be verified, and access will only be permitted where the event is planned, and where press is to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.

Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

## **Use of Professional Photographers**

Professional photographers who are engaged to record any events will be prepared to work according to the terms of the settings e-Safety policy.

Photographers will not have unsupervised access to children and young people.

## **Use of Closed-Circuit Television (CCTV)**

The outdoor area of school is covered by CCTV.

Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

Regular auditing of any stored images will be undertaken by the Management team or other member of staff as designated by the management team.

If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.

CCTV cameras will be appropriately placed within the school.

***Webcams are not currently used at Green Park School.***

## **IMAGES OF CHILDREN**

### **Typical Uses of Photographs**

- For accreditation examination submissions e.g. videos of swimming, college photos.
- Residential programmes
- Video images of children in physical education and sporting activity.
- Performing arts including dance and movement, concerts, drama performances, parent evenings.
- Sports days and sports fixtures and the use of photographic equipment by parents and carers and children from the other school.
- Media including newspapers and television especially when some editors require children's names when publishing photographs.
- Displays in the establishment of children's activities.
- Publications by the establishment and by the local council.
- Our school website.
- Staff training and professional development activities.
- Publicity material for contractors.
- Site security / CCTV videos.

## **Governing Body / Management Committee**

The Governing Body / Management Committee has adopted these guidelines as policy and good practice.

Ensure that the child protection and / or health and safety governor are aware of and support the policies and procedures.

## **Ownership**

Human Rights legislation and the Data Protection Act 1998 give people new rights and it is the right to 'privacy' that is the issue when using photographs. The Council and establishments must take steps that respect the rights of people in photographs.

The Copyright, Designs and Patent Acts 1988 moved the ownership of copyright to the photographer (or their employer) and away from the person commissioning and paying for the photographs, unless there is an agreement otherwise.

## **Good Practice**

The following advice represents good practice in the use of photographic images involving children.

When taking a picture school must obtain the consent of the person in the picture or from their parent or carer. Staff can check there is written consent on a child's essential information form that is sent out annually each September.

If using a photo from the media or commissioning a photograph, have a signed agreement

Use the image in its intended context. Examples of this not happening are:

- when a picture taken by a national newspaper of a child accepting an award was used by the National Front in a story with a completely different story angle.
- When a photo of the public boarding a bus to launch a rural transport, initiative is used to illustrate a story attacking rural transport shortages.

Follow the commitment made in the consent forms:

- not to name the child;
- not to use the photograph out of context.
- not to use the photograph to illustrate sensitive or negative issues.

When photographing children:

- Ensure that parents and carers of young people have signed and returned the consent form for general photography. Any images going beyond the establishment need additional specific consent.
- Ensure all children are appropriately dressed.
- Avoid images that only show a single child with no surrounding context of what they are learning or doing.

- Photographs of three or four children are more likely to also include their learning context.
- Do not use images of a child who is considered very vulnerable unless parents / carers have given specific written permission.
- Avoid naming young people. If one name is required, then use the first name only where possible.
- Use photographs that represent the diversity of the young people participating.
- Report any concerns relating to any inappropriate or intrusive photography to the head teacher.
- Remember the duty of care and challenge any inappropriate behaviour or language.
- Do not use images that are likely to cause distress, upset or embarrassment
- Regularly review stored images and delete unwanted material. Do not use images if the child no longer attends our school.
- Increasingly the images are retained on computer hard drives. They should also only be stored during the child's enrolment at Green Park periods and then erased from the hard drive.
- In all situations it is essential that the images are retained securely and are viewed by designated, competent members of staff.
- Photographs and recording should only be made on agreed work equipment for the purpose intended and not transferred to a home device.

### **Parental Permission**

Use of images of children require the consent of the parent / carer. Permission should always be obtained by using the form in appendix 1, when a child joins the establishment and annually each September. There is also a letter sent when using the photographs in publications and on websites. Each year as part of a standard communication, ask parents if they wish to change their permission. If they do, encourage them to contact the head teacher.

When a parent does not agree to their child being photographed, the head teacher / manager must inform staff and make every effort to comply sensitively.

- For example, if a child whose parents have refused permission for photography is involved with a sports event, e.g. a sports day, it may not be appropriate to photograph the whole team. Careful liaison with parents is therefore essential. With discussion it may be possible to agree other options. The parent may accept a team photograph if names are not published or they may be prepared to relent if it affects the whole team.

When photographic images are transmitted or shared beyond the establishment e.g. television broadcasts, images on intranet sites, specific permission should be obtained.

### **Inter-School Events**

Apply these guidelines to inter-school events. If a vulnerable child is involved, it will be necessary to liaise with a member of staff from the other establishment so that they are aware of the wishes of the parents or carer of the child and seek the cooperation of the parents of the opposing team.

## **Training and Portfolios**

During training colleagues need to compile portfolios with photographs of children during lessons. Staff should act responsibly in compiling these images. A member of the management team may wish to oversee the compiled images as part of the management process and consider their appropriateness.

## **Displays in Schools**

Still photographs shown on displays and video clips available during open / parents' evenings should depict children in an appropriate way. They should not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Do not use photographs or images likely to cause embarrassment.

## **Parents Evenings, Concerts, Presentations**

- To allow the appropriate recording of children's images by parents / carers:
- ensure that children are appropriately dressed.
- obtain parental permission with the form in Appendix 1
- be aware of any child who should not be photographed; and
- monitor the use of cameras and anyone behaving inappropriately.
- Parents and carers should be advised that pictures are permitted only for the sole use as a family record.

## **Children Photographing Each Other**

This practice can occur extensively during offsite activities particularly during residential periods. Staff should maintain the supervision and management control and ensure that incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed are avoided.

## **Newspapers**

Several scenarios can occur:

### **Group photographs:**

- When everyone is prepared to allow group photographs and full names to be published. In this situation publication can occur.
- If a parent is not happy to have a child's name printed on a photograph, then consideration could be given to publishing the photograph with no names. The head teacher should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
- If parents of a child have indicated that the child is vulnerable and should not have a photograph printed, then a team photograph may not be appropriate.



## **Photo opportunities:**

When an establishment invites a newspaper to celebrate an event, the head teacher should make every effort **IN ADVANCE** to ensure that the newspaper's requirements can be met.

Almost without exception, this means the paper will prefer to publish the full names of anyone in a photograph they print. The only exception to this might be (as above) in a larger group shot (e.g.: a group of more than 10 children).

However, newspapers usually prefer to work with smaller groups of children — e.g.: three or four — and for this number names would be required.

It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Newspapers will not print anonymous photographs. Establishments must give thought to this beforehand — and parental permission / opinion must be their key guidance.

This might mean offering only those children whose parents are happy for publication of photographs and names for inclusion in any photo opportunities.

If this is not possible — for instance because a specific group of children have achieved something, and parental permission re. the publication of full names is withheld for one or more of the group - it might be possible to negotiate a 'first names only' agreement with the newspaper.

Otherwise establishments must be prepared to forego newspaper publicity.

## **Use of Internet/ Intranet Sites**

Many establishments will have an internet / intranet facility. The ICT leader should know good practice and ensure that the establishment only uses appropriate images that follow this guidance.

For example, if a child has successfully completed a swimming award, it would be appropriate to show the child in a tracksuit rather than a swimming costume.

## **Mobile Phones**

In accordance with the Mobile Phone Policy, the use of mobile phones is not permitted during the teaching day. When offsite staff may have permission to keep phones on in certain circumstances however staff should not use their mobile phones to take images of pupils.

## **Close Circuit Television (CCTV)**

Our school has installed such equipment for the following uses:

- As a method of controlling access.
- An aid to site management in monitoring incorrect parking, manoeuvring vehicles, delivery arrivals etc.
- To monitor personal safety for site supervisors, caretakers, cleaners etc.
- To monitor site safety and security.
- As an effective deterrent for crime.
- As a means of crime reduction and discouraging trespass.

## **Types of Recorders**

### DVD-

Images are recorded onto a hard drive using usually, time lapse techniques and retained for up to 31 days. The recordings are held in secure storage and the images then erased.

While CCTV can be an extremely effective and useful crime reduction / deterrent device, careful use of the images and control by competent responsible staff is considered crucial.