



POLICY FOR THE USE OF CHILDREN'S IMAGES:
NEWLANDS JUNIOR SCHOOL, MANSFIELD, NOTTINGHAMSHIRE.

*The word images is used here to include photographs, digital photographs, webcam, film and video recordings

Introduction

1. Newlands Junior School believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.
2. We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.
3. Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

4. Photographs and video images of pupils and staff are classed as personal data under the terms of 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. A sample consent form for pupils is attached (Appendix A) We ask for consent from parents, guardians or carers when children begin in y3, gaining permission to use children's images in school for display purposes or in school publications, on our school website/Facebook as well as media publications to publicise school events.
5. In seeking consent Newlands Junior will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies.
6. All images will be stored securely on our password-protected server and used only by those who are authorised to do so. Newlands will not keep any named photographs of children once they have left, however we may use past students photographs in school and on the school website for up to two years after they have left year 6.

Where Newlands Junior holds and displays historic photographs, we follow the Education Authority recommendations:

- (i) Schools may display historic photographs of student groups, sporting teams, head boys/girls on the grounds that this is both in the general public interest and is in the schools' 'Legitimate Interest' of promoting itself.
- (ii) Schools may wish to use historic photographs in advertising material, alumnae events or historical records. The Education Authority recommend that photographs within such publications be published only with a generic description (e.g. class of 1980 or 1st XV Rugby team 1999) and without individual student names so as to protect the individuals' rights.

Child protection

7. We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
8. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LEA, Social Services and/or the police as appropriate.
9. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

Websites

10. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website.
11. Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education and Skills Superhighway Safety website (<http://safety.ngfl.gov.uk/schools/>).

Webcams and mobile phones

12. Webcams and mobile phones can not be used to take images without people's knowledge. The school's policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.
13. Mobile phones that can take and transmit images will not be permitted in areas of the school, such as changing rooms or sports facilities, where they could be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly.

External photographers and events

14. If the school invites or permits an external photographer to take photographs within school, we will:
 - Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
 - Issue the photographer with identification which must be worn at all times
 - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
 - Not allow unsupervised access to children or one-to-one photo sessions at events.
15. The same conditions will apply to filming or video recording of events.
16. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.

CHILD PHOTOGRAPH CONSENT FORM

The school takes photographs of children for a range of purposes; as part of their school work, as a record of events and to celebrate achievements.

Occasionally school takes photographs for promotional purposes. We may wish to use a photograph of your child for our productions or website.

To comply with the Data Protection Act 1998, we need your permission before we use any photograph taken. Please complete the declaration below and return to school.

I give permission for my child's photograph to be used by the school:

- For use in school but **NOT** in the school publications, on the website or in the media (e.g. local press)
- For use in school, in the school publications and on the website but **NOT** in the media
- For use in school, in the school publications, on the school website/Facebook and for use in the Media to publicise school activities

I have read and understood the conditions of use on the back of this form.

Name of Child: _____ Class _____

Signed: _____ Parent/ Carer

Name (in capitals): _____

Address: _____

Date: _____

Please note that websites can be seen throughout the world and not just in the United Kingdom where UK law applies

CONDITIONS OF USE (CHILD PHOTOGRAPH)

This form is valid from the date you sign until your child leaves Newlands Junior School. The consent will automatically expire after this time. We need to change this as we have children's images on the website who left over two years ago (unnamed). We ask for a grace period of two years after your child has left to continue use of their image on the school's website or in school as a celebration of experiences/ achievements.

We will not use personal details or full names (which means first name and surname) of any child in a photographic image on video, on our website or in any of our printed publications.

We will only include a child's full name as photo caption for press if parents have agreed to this.

We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website or in any of our printed publications.

If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption. If we name a pupil in the text, we will not use a photograph of that child to accompany the article. We may use group or class photographs or footage with very general labels, such as 'children exploring the environment' or 'our school performance'.

We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

School does not consent that any person including parents/guardians, sharing any photographs/video taken of pupils at any school events, or during school time, on any social media. Unfortunately, school will not be able to monitor or be responsible for these postings should they occur and if you have any concerns please consider this when giving permission.