

## **Bromley Heath Infant School** **Image Use Policy**

### **Rationale**

Photographs and video for school and family use are a source of innocent pleasure and pride, which can enhance the self-esteem of children and young people and their families.

Parents/carers are not required to comply with the Data Protection Act 1998 when taking photographs for their own private use of their children at an organised event. Parents should not be stopped from taking photographs for their own private use because of concerns of contravening the Data Protection Act.

However we must always be mindful of the need to safeguard the welfare of children in our school, and issues of child protection, data protection, the Human Rights Act and parental consent will be given careful thought. We are mindful that images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the Internet. This policy and guidance aims to minimise this risk as much as is practicable.

This policy guidance applies to all forms of publication; print, film, video, DVD, on websites and in the professional media.

Where another body provides services or activities separately, using the school premises, the Governing Body will ensure that the body concerned has appropriate policies and procedures in place in regard to safeguarding children; and will not allow images to be taken without specific consent being obtained.

### **Consent forms**

- All parents of pupils in the school will be asked to sign a consent form to gain permission for the school to publish photographs in public places (including websites). – see **Appendix 1** (This permission will last for the 3years that their child attends the school and for one year after they have left the school or they become a history artefact)
- If parents/ carers disagree over consent for their child, it will be treated as if consent has not been given.

### **Use of images**

#### ***Parents and carers***

- The school will decide if the event is one at which photography and videoing will be permitted. This will be done when parents are informed of the event.
- If general shots are to take place such as at a school fete, visitors will be warned in the invitation, so that general consent is implied by attendance
- Only images of children suitably dressed will be allowed in order to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE (sports day).
- Those parents and carers helping in school or assisting on school trips will not be allowed to take photos or videos during these times.

## ***Use of Images – Schools***

- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so. We will not re-use photos more than one year old; unless they are being kept as a historical record.
- When photos are destroyed, the negatives will be destroyed at the same time, where the image is kept electronically they will be deleted.

## **Children who should not be identified**

- Every effort will be made by the school to prevent capturing of the image of any child who should not be identified.
- A class list of any child whose images must not be taken, or permission not given, will be kept in each class and in the school office.

## **Media photographing and filming**

- The media operate under their own Code of practice. Photographs taken by the media are usually exempt from the Data Protection Act.
- If the media are invited into school for publicity purposes parents/carers of those children likely to appear will be informed and, where possible, permission obtained before photos are taken.

## **Mobile phones** (MMS Multi-media messaging service and video enabled phones)

- The same rules apply as for other photography, the user needs to recognise that any pictures taken are for personal use only and must not be posted or tagged on social networking sites.

## **Guidance for parents**

- Written guidance will be given to parents/carers to the effect that any images must be taken for personal use only and specify that images including others must not be put on the web, internet including social networking sites, and that if they are Data Protection and Human rights legislation may be contravened. A copy of the 'Code of Practice for taking images' will be given to all parents/carers. See **Appendix 2**
- Parents/carers will be prompted with a verbal announcement at the start of the event that any images must be taken for personal use only. They will be reminded that such images must not be sold or be put on the web/internet, social networking sites, otherwise Data Protection and Human rights legislation is likely to be contravened.
- People with no connection to our school will not be allowed to photograph – staff will question anyone they do not recognise who is using a camera and or video recorder at events and productions.

This policy has been adopted by the staff and governors of BHIS and will be reviewed annually.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_ May 2015 \_\_\_\_\_

**Review**

Review date	MARCH- 2014 May	Signed	
Review date	May 15	Signed	
Review and Updated date	November 2016	Signed	
Review date			

## Appendix 1

### Consent form for use of Images at Bromley Heath Infant School

Occasionally, we may take photographs of the pupils at our school. We may use these images on displays around the school, in our school prospectus, school website, on our twitter feed or in other printed publications that we produce.

Sometimes the media (papers, radio or television) may visit our school and interview and/or take photographs, videos, or sound recordings of our children. These images may then be published in the local or national press.

**Please answer questions 1 to 5 below, then sign and date the form where shown, and return it to the school as soon as possible.**

**I give permission for images of my child \_\_\_\_\_  
to be used whilst they are at Bromley Heath Infant School.**

*Please circle or highlight*

1. I am happy for my child to be photographed when taking part in school events This may include by other parents for their own private use. **Yes / No**

2. I am happy for my child to appear in the media. **Yes / No**

3. I am happy for my child to be recorded on video and Ipads **Yes/ No**

4 I am happy for pictures of my child to appear on the school website or twitter feed? **Yes / No**

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

### **Conditions of use**

1. This form is valid for the period of time your child attends this school plus one year after they leave. The consent will automatically expire after this time.
2. We will not re-use any recognisable photographs or recordings for more than one year after your child leaves this school.
3. We will not use the personal details or full names (which means first name **and** surname) of any child or adult in a photograph on our website, in our school prospectus or in any of our other printed publications.
4. We will not include personal e-mail or postal addresses, or telephone or fax numbers on our website, in our school prospectus or in other printed publications.
5. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption.
6. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by the pupils.
8. We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations".
9. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.
10. We will remind you of this annually and give you opportunity to reconsider you consent

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

Parent/Carers name: \_\_\_\_\_ (please print) Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Appendix 2:**

**Code of Practice for Taking Images Courteously  
at Bromley Heath Infant School**

**A guide for parents who wish to use photography at a school event**

Generally photographs and videos for school and family use are a source of innocent pleasure and pride, which can make children, young people and their families feel good about themselves. By following some simple guidelines we can proceed safely and with regard to the law.

- Remember that parents/carers and others, attend school events at the invitation of the head and governors
- The head and governors have the responsibility to decide if photography and videoing of school performances is permitted
- The head and governors have the responsibility to decide the conditions that will apply so that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own personal use only. Such photos and videos must not be sold and must not be put on the web/internet including social networking sites. To do so would likely break Data Protection legislation.
- Recording or photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- If you are accompanied or represented by people that school staff do not recognise they may need to check who they are, if they are using a camera or video recorder.
- Remember that for images taken on mobiles phones the same rules apply as for other photography and you should recognise that any pictures taken are for personal use only.

I agree to adhere to the guidelines regarding the taking of images at Bromley Heath Infant School.

Name: \_\_\_\_\_ (Please Print)

Signed: \_\_\_\_\_ (Parent/Carer) Date: \_\_\_\_\_

Name/s of children in the school

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