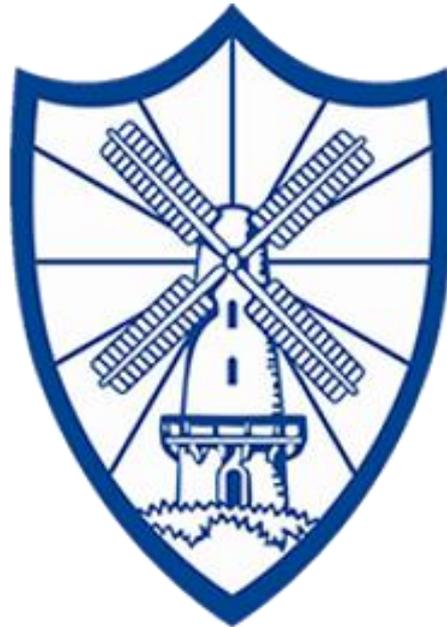




Meopham Community Academy



Enjoy, Learn, Aspire

Use of Images Policy

This policy was reviewed by: Becky Nicholson, Headteacher
Date: July 2017
Approved by Governors: July 2017
Next Review Date: July 2019

Useful School Contacts

School Safeguarding Leads – Miss Becky Nicholson (Headteacher), Mr Paul Hale (Deputy Headteacher), Mrs Hazel Parke (SENCo)

Online Safety Coordinator – Mr Tim Filewod (Year 5 Class teacher)

School Data and Website Administrator – Mr Robert Gilby

Official use of Images/Videos of Children by the School

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 if transferred to other countries

The Safeguarding Leads and Online Safety Coordinator are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of this Use of Images Policy.

Written permission from parents or carers will be obtained before images/videos of children are electronically published by the school. This is managed by the school via the 'Use of Childrens' Images' Consent Form (May 2017) – see Appendix 1 at the end of this document. The form will be issued for completion by parents of **all** children upon entering Year R and updated permissions will be sought for every child at the beginning of Key Stage 2.

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 childrens' images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.

A record of all consent details will be kept securely on file. Parents can withdraw permissions for the school to use their child'/children's images at any time. This should be done in writing to the school. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the relevant records will be updated accordingly.

Images will not be kept for longer than is to be considered necessary. The school's Data and Website

Administrator will ensure that all photographs are permanently wiped from memory cards, computer hard drives and other relevant devices once the images will no longer be of use.

All images will remain on-site at all times, unless prior explicit consent has been received from the parent or carer of any child captured in any photograph.

Safeguarding Leads 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.

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

The 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 appropriately dressed.

Children's work will only be published with their permission or their parent's consent (via the school's 'Use of Childrens' Images Consent Form).

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

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

Only official school-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/smartphones by staff is prohibited **at all times**.

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 will ensure that images are held in accordance with the Data Protection Act and suitable safeguarding 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 will discuss the use of images with children in an age-appropriate way.

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

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

Photographs will be disposed of should they no longer be required. They will be deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Safeguarding Lead and the parent/carer.

Use of Photos/Videos by Parents

Parents are permitted to take photographs or video footage of events for private use only.

Parents are only permitted to take or make recording within designated areas of the school. Photography and filming is not permitted in sensitive areas such as changing room, toilets etc.

The opportunity for parents 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's Safeguarding Lead to discuss any concerns regarding the use of images.

Use of Photos/Videos by Children

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

The use of non-school provided devices e.g. mobile phones, children's own digital cameras, is prohibited.

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 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 school e.g. will be for internal use by the school only (not shared online or via any other website other than the school website or social media tool).

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

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

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. The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are 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 school 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 school's Online Safety policy.

Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent

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

APPENDIX 1

Use of Childrens' Images Consent Form (May 2017)

May 2017

Dear Parent

This letter explains why we need to ask you for your consent to use photographs and live action videos of your child while he/she is a pupil here.

Photographs and videos for school and family use, and photographs that appear in the press are a source of pleasure and pride. We believe they can enhance self-esteem for children and young people and their families and so are to be welcomed.

On advice from the Kent Education Safeguarding Adviser, Meopham Community Academy's Senior Leaders and Governing Body have taken the view that the risk of a child being identified by a stranger is so small that, providing reasonable policy is in place in terms of pupil security, planning to ensure an appropriate photograph and by protecting the full name and contact details of pupils, the practise of photography and filming of school events by the school, families and the media should continue.

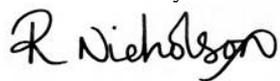
We regularly take photographs and videos of pupils at our school and we may use these images/films in publications that we produce as follows:

- school website
- school newsletters

We may be visited by the media who will take their own photographs or film footage. Pupils will often appear in these images. The news media may use the images in printed publications (including local or national newspapers), on televised news programmes or on their website. They then store them in their archive. They may also syndicate the photos to other media for possible use, either in printed publications, on websites or both. When we submit photographs and information to the media we have no control on when, where, if or how they will be used.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any video recordings of your child. Please express your wishes in the attached table, read the conditions then sign, date and return the completed form to your child's class teacher.

Yours sincerely



Miss R Nicholson
Headteacher

	Please indicate your wishes by circling your choice
May we use your child's photo in classroom displays and in his/her record of achievement?	Yes / No
Do you agree to your child being photographed/ filmed during class assemblies/Christmas productions/concerts/ school trips etc? (should you refuse no-one will be permitted to photograph or film the event)	Yes / No
May we use your child's photograph (unidentified) in printed publications that the school may produce for promotional purposes?	Yes / No
May we use your child's image (unidentified) on our website?	Yes / No
May we record your child's image (unidentified) on video?	Yes / No
Do you consent to your child being photographed or filmed in press events agreed by the School?	Yes / No
Do you consent to your child's full name being published with a press photograph? (At present, some local newspapers will not agree to publish a photograph without a full name)	Yes / No

Conditions

This form is valid from the date of your signature and for the period of time your child attends Meopham Community Academy. The consent will automatically expire after this time. **It is your responsibility to let us know if you want to withdraw or change your agreement at any time during your child's school career at Meopham Community Academy.** After the period of consent expires, the school will not use the images in further publicity material. However, Meopham Community Academy may retain the images in an archive and would always endeavour to seek parental consent for any future use.

1. Websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.
2. The word 'unidentified' means we will only use the pupil's first name with their photograph.
3. Meopham Community Academy will not use the **full** name of any child in or alongside their photographic image, on video, on our website 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 video, on our website or in other printed publications.
5. We may use group or class photographs or footage with very general labels, such as 'a science lesson' or 'making Christmas decorations'.
6. Should you have more than one child at the School, please note that we require one form per child.

I have read and understood the above

Name of child:..... **Class:**.....

Parent's signature:..... **Date:**.....