

St Michael's CE VC Primary School
Let Your Light Shine

Policy for the use of Images, including use of CCTV
March 2021 v5

Rationale

Pictures and images of children form a valuable part in sharing the life of the school with both the immediate and the wider community. As part of our safeguarding it is essential to protect children from the misuse of images taken of them. The policy explains how the school aims to balance the right to privacy with the beneficial use of images of children to promote the life of the school. CCTV is used by the school for purposes of safety and security.

Aims

- To establish the uses for which images may be taken and used in and by school.
- To identify other potential areas where images may be taken (eg by parents/carers/outside agencies).
- To make sure parents/carers are informed about these procedures.
- To ensure there are clear procedures around the school's use of CCTV (Appendix A)
- To provide an opt-in form for parents to authorise the use of images (Appendix B)

Guidelines

1. Images for use on display in the school (no external access, school control)
The most common use of images of children is to show children and parents things that have been happening within school or on trips. These pictures are used purely for display within the school environment, and names of children will NOT be attached. Copies are not made available for parents. Images held electronically are held securely and retained in accordance with current policies. Consent will be sought.
2. Images for use on the website/newsletters (some external access, school control)
Newsletters and the website are important means of communication with parents, children and the 'outside world'. It allows us to share with a wider audience some of the great learning that goes on in school, and to communicate something of the fun and enjoyment children get from school. The website now performs all of the functions of the school prospectus, where the audience is chiefly new and prospective parents. There are particular guidelines for these images:
 - No names of children are to be used with photos/images
 - Close-ups will generally be avoided
 - Consent will be sought.
3. Images taken by outside agencies (external access, no school control) At times we may wish to promote the school via the press or wider media, or we may be contacted for a specific photo shoot. Where children take part in sporting tournaments and festivals organised by the Local Authority or other organisations pictures may also be taken for use by the media. In these instances we will contact parents for specific permission. Parents should be aware that in these cases copyright of images taken rests with the media and there is no guarantee that images will be held fairly and lawfully.
Use of images by the wider media is generally beneficial in that it builds pupil self-esteem and promotes a positive image of the school. However, the Headteacher will refuse press access to the school if it is not in the best interests of the school or pupils.
Additional consent will be sought.

4. Images taken by parents/carers The school permits parents/carers to take pictures (both still and moving) at events such as school performances, sports day etc, on the understanding that these images should be for personal use only. Misuse of this permission (eg taking images which are then copied/sold/used elsewhere) would result in this permission being reconsidered and potentially withdrawn. This includes images/dvd material being used on youtube, facebook, twitter or other social networking sites. If a parent has particular objections to their child appearing in any picture they should inform the school before the event to allow us to take appropriate measures. We ask for the cooperation of all parents/carers in this. No consent sought.

5. Mobile phone/camera pictures:
Visitors The taking of pictures of children using mobile phones or cameras by visitors is not permitted, due to the potential for misuse (unless specific permission has been secured from parents in advance).
Children If children use their phones before/after school they should only take pictures of other children with their permission. Misuse may result in the confiscation of the phone.
Staff Staff should not routinely use their phone to take pictures of children; only in exceptional circumstances, and images should be moved as soon as possible onto the school network, then deleted.
Parents Parents may use phone/ other cameras at school events (see 4 above), but should not take photos of children at other times without their permission.

6. Data Protection and Human Rights Act The school is a data controller under the General Data Protection Regulation (2018). This Act governs the manner and purposes for which personal data is processed. The Human Rights Act 1998 imposes on schools a duty to protect the private and family life of their pupils. The school aims to follow both of these laws, and this policy is drawn up in line with the guidelines issued by the Local Authority (South Glos Council).

7. Videoconferencing There are separate protocols in place for the use of videoconferencing (eg zoom, teams). Invitations to video calls must always be sent to parents, not to pupils. Acceptance of a video call indicates parental agreement to the pupil participating. Participants in video calls will not have their images recorded.

8. Complaints Any complaints regarding this policy should be addressed in the first instance to the Headteacher. If a satisfactory resolution is not achieved the school has a formal complaints policy. This is available on the school website.

9. Communicating this policy to parents This policy shall be made available on the school website, and a reminder of the key principles will be sent to parents at the start of each school year. Parents will be asked to opt-in to the use of images when their child starts school. Consent can be withdrawn in writing at any time.

Monitoring and Review

This policy is monitored by the Headteacher, and will be reviewed as needed

Policy Date: March 2021 Review Date: As needed

Appendix A: CCTV Protocol

March 2021

1. Purpose for CCTV

The school records images continuously on a CCTV system. These images are for security and safety purposes, principally monitoring the entrances and building perimeter. They provide additional deterrence to potential intruders/thieves, and assist in ensuring the effective management of entry/exit to the school by pupils and parents.

2. Operation

The CCTV system can be monitored on a screen in the school office, and also in the CCTV storage room. Images cannot be viewed by pupils. Viewing of playbacks must always be carried out by a member of staff.

3. Retention and storage

Images are stored on the CTV hard drive; there is currently no remote back-up. Images are stored for approximately one month, and then recorded over. Retention period is therefore approximately one month. It is possible to transfer images onto other storage material: this may only be done with the authorisation of the headteacher and for a specific reason (eg to assist a police investigation).

4. Access to images by parents: subject access requests

Parents may request to view images of their child in relation to a particular incident (eg where damage has occurred). All such requests should be made to the Headteacher. Any access that is permitted shall be recorded (date/person/reason). Requests should be dealt with within 30 days of the images being recorded, or images may be lost.

5. Informing parents/pupils

Signs will be displayed prominently around the school informing parents/pupils/members of the public that CCTV is in operation.

6. Permissions

Permission for recording of images by CCTV does not need to be sought in advance.

St Michael's Primary School

Image consent form

To be used in conjunction with the school's policy on the use of images.

Conditions of use:

1. This form is valid for the period of time your child attends this school. Please write to the school if you wish to withdraw consent at any time.
2. The images we take will be of activities that show the school and children in a positive light.
3. Names will **not** be attached to images without additional and specific permission.
4. We may use group or class photographs or footage with very general labels e.g. 'science lesson' 'our successful xxx team'.
5. We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended.
6. Images are stored securely in line with current legislation.
7. This policy does not cover images taken by parents at performances/sporting events.
8. Additional consent will be sought for images taken by external agencies.

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies. In giving your consent you understand that images may be used in printed and electronic form.

To give your consent, please complete the information below and return the form to the school. Please tick those that apply:

I give permission for my child's image to be taken and used to support learning within the school (no external use: books, displays, video) Yes No

I give permission for images of my child to be used on the school website, newsletter, class dojo, or other Media (eg local news journal) (some external use) Yes No

I have read and understood the above information. I am aware there is a school 'Policy on the Use of Images' which provides further information.

Name of child: _____

Parent's or carer's signature: _____

Name (in block capitals) _____

Date: _____

If you require help completing this form or a translated version, please contact the school.