

Use Of Images

Document Summary

Document Owner:	PB
Version Number:	
Document Status:	Approved
Date Last Approved:	March 2025
Date of Next Review:	March 2029
Frequency of Review:	Every four years
Governing Committee:	
Statutory Policy?	Statutory
On School Website?	Yes

FYI: Version control should be used for all formal documents and managed as:-

- 0.1 (1st draft version)
 - 0.2 (2nd draft and so on..... 0.3. 0.4 etc)
 - 1.0 (Once document has been approved)
- 1.2 (during review/approval of a lifecycle document i.e. policies)
 - 2.0 (2nd approved document) and so on.

Amendment History

Version	Amendment Date	Author	Amendment Summary

Policy for the use of Images
March 2025

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.

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 allow parents/carers who do not wish images of the child to be used the opportunity to opt out.

Guidelines

1. Images for use on display in the school 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 may be attached. Copies are not made available for parents. Because these pictures do not go elsewhere it is assumed by the school that parents are happy with this unless we are informed otherwise.
2. Images for use on the website The website is a powerful 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
3. Images taken by outside agencies 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.
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.

5. Mobile phone pictures:

Visitors The taking of pictures of children by mobile phone cameras by visitors is not permitted, due to the potential for misuse.

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.

Parents Parents may use phone 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 Data Protection Act 1998. 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 Acts, and this policy is drawn up in line with the guidelines issued by the Local Authority (South Glos Council).

7. Use of webcams for videoconferencing Where the school is involved with using webcams specific permission will be sought in advance from parents/carers.

8. CCTV The school records images throughout the day on a CCTV system, which are then stored on a hard drive. These images are purely for security and safety purposes, and are wiped after a period of time. The only time they would be used is where an incident occurred, and to help with any investigation.

9. 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.

10. 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 then be invited to register with the school if they wish to opt out of allowing the use of images in section 2 (see above).

Monitoring and Review

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

Policy Date: March 2025

Review Date: As needed

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Opt-out form (use of images)

Child's name.....

Class.....

I do not wish my child's image to be used in the following media:

On the school website

In other media used for external purposes by the school (eg newsletters)

Signed parent/carer

Date