



# **Use of Digital Images: Information for parents**

DATE: Autumn 2022

REVIEW: Autumn 2025

# **Roundhay St John's CE Primary School**

## **Use of Digital Images: Information for Parents**

### **Introduction**

Photographs and Images: Increasingly, developments in technology are making it easier to use pictures and images in printed materials and on the internet. As a school, we take the issue of child safety very seriously and will not use images of children without prior consent from parents / carers.

Media Clips / Videos: Although there is no difference in the principle of use of electronic images on a website and use in a video, some parents may have concerns about other individuals videoing their child while participating in school activities. Therefore, we ask consent of all parents on an annual basis.

All parents are expected to complete an Annual Permissions Form to inform us of their wishes with regard to images of their children. This consent is considered valid until the point at which permissions are renewed the following year or until the child has left the school. When a cohort has left the school, any photographs will be deleted / destroyed within 3 months of them leaving.

### **Policy in Practice**

Broadly there are two types of situation where photographs are taken and it is important to distinguish between those situations:

1. Where staff are the ones taking the pictures e.g. school trips, field trips, etc. and where, to some extent at least, the school can control the situation and retains custody of the photographs/images. This often proves to be an extremely useful tool within our curricular provision and one with which staff follow stringent guidelines. The staff will use photographs and video footage of pupils for internal purposes. The school will ensure that permission is received from parents via the annual permission slip.
2. Public situations where the school allows parents and others to take photos and videos but has no control over subsequent use.

### **Photos taken in public situations**

Events at which parents and friends of the school have been able to take photographs/make recordings etc, have included: concerts, assemblies, religious festivals hosted by the school, sports day/extra-curricular events. Historically, the school has rarely had experience of problems or complaints with this arrangement.

The school will allow photographs/videos to be taken on the clear understanding that those doing so undertake not to use them in any improper way and that they will be used for 'internal family purposes' only and will not appear on any website or posted on social media.

### **Volunteers**

On no account will volunteers (including parents) have permission to take photographs of children in school or when out of school supporting a school trip. The use of mobile phones to take photographs is not allowed for anybody working with children including teachers.

### **School Events**

Parents rightly like the opportunity to take photographs at school events in which their children are participating. On all such occasions, parents will be reminded about the sensitive use of photographs they acquire in school and that we expect that they will be used for nothing other than personal use within their own family. However, mindful of the enjoyment and comfort of everyone

attending, it is school policy not to allow parents and friends of the school to take photographs or video events that take place in the context of a seated audience as they happen. Opportunity will be given at the end for parents to take photographs.

Even when in a more public context such as summer fair or a sports day, we ask parents to be meticulous in their consideration of how they take photographs when other children are present and that they avoid placing themselves in a position of distributing / sharing images that contain children other than their own.

### **Conclusion**

Regrettably, if someone is determined to misuse images of children they will find some way of doing so. Whilst we are aware of the potential for this and need to reduce the risk where possible, a common-sense approach needs to be taken. Although it is a serious matter, the prevention of the misuse of an image is not the same as, or as serious as, preventing physical harm. The types of occasion where parents want to take pictures and videos often represent important milestones in a child's life. Nevertheless, the genuine concerns of some parents need to be recognised and we aim to deal with these sensitively.

### **For the assurance of parents, school staff work within the following policies:**

- Safeguarding and Child Protection Policy
- Online Safety Policy
- Data Protection Policy
- Guidance for safer working practice (Code of Conduct)
- Online and social media guidance for school-based staff

***The Governing Body***  
***Autumn 2022***