

POLICY FOR THE USE OF IMAGES OF CHILDREN, YOUNG PEOPLE IN THIRSK COMMUNITY PRIMARY SCHOOL



Purpose of policy

This policy sets out how Thirsk Community Primary School will ensure the safety and welfare of children/ young people in our care when making photos/images of them.

Policy Application

Our policy applies to all staff, governors, parents, pupils and volunteers working at the school as well as visitors

Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements. These activities may include assemblies, school performances, sports days, educational visits or events in the daily life of the School. These images may be used for use in the local media.

However, photographs must be used in a responsible way.

Thirsk Community Primary School recognises the need to respect children's and parents' rights of privacy and is aware of potential child protection issues.

Scope

In order for Thirsk Community Primary School to ensure that as far as possible that photography and video is safe we will:

Obtain Consent From Parents/Carers: When a child is admitted to Thirsk C P School the School will issue parent/carers with a letter and consent form (Appendix 1) giving written permission for photographs to be taken of their child/children while in the school or involved in school activities.

This policy and consent will cover the whole of the pupil's life at Thirsk Community Primary School.

The School will not use photographs or videos of children who are no longer pupils at the school, unless separate specific consent has been obtained to cover the intended use. The School will at all times consider the need to revisit the consent in the event of a child's circumstances changing.

News media: Photography or filming will only take place with the permission of the Head teacher and under the supervision of a member of staff. When filming or photography is carried out by the news media, children will only be named if there is particular reason to do so (e.g. they have won a prize). Only images that show the School and children in a positive light will be used by the local media.

Display/publicity: Photographs may be taken by photographers acting on behalf of the School for use in displays and publicity material.

Website/Social Media: Images may be used for Thirsk Community Primary School's or the School's own purpose, including the school website and social media pages (any pictures used in this way will not identify children in any way). Thirsk Community Primary School recognises that there may be circumstances, falling outside the normal day to day activities of the school, in which pictures of children are requested. The School recognises that in such circumstances specific consent from the parent/carer will be required before the school can permit photography or filming of children (Appendix 2).

GUIDELINES AND CONSIDERATIONS WHEN TAKING IMAGES OF CHILDREN:

When considering the use of images of children, the School will ensure that:

1. Where the subject allows for such discretion, close up pictures of individual children will be avoided and instead general shots of classroom or group activities taken;
2. Where possible only images of children in suitable dress (e.g. school uniform) will be taken. Even in a sports context, where practical, photographic/video images of children in PE or swimming gear will be avoided;
3. When a photograph or video image of a child is used, the child's name will not normally accompany the photograph/image in a caption or any accompanying text. If the child is named then explicit approval will be obtained from the parent / carer through the completion of the consent form at Appendix 2. (Please also see section entitled "Use of Images of Children by the Press");
4. When a child is named (for whatever, agreed reason), in any text which is published or on the School's website, a photograph/image of the child will not appear with the text. Images accompanied by personal information, such as the name of a child and their hobby, could be used to learn more about a child prior to grooming them for abuse;
5. No details of home telephone numbers, e-mail or home addresses are given;
6. Photographic sessions outside the school/school event or at a child's home are not permitted;
7. Where children/parents wish their name to be associated with an image (e.g. if the subject matter is such that it reflects well on them or their school) the school will seek additional parental/legal guardian permission for the child to be named using the form attached at Appendix 2.

PARENTAL RIGHT TO TAKE PHOTOGRAPHS:

Parents are not covered by the Data Protection Act if they are taking photographs or making a video recording for their own private use. The Act does not, therefore, stop parents from taking photographs or making video recordings at School events, such as nativity plays. However, the School reserves the right to refuse parents this opportunity e.g. for health and safety reasons, such as the use of excessive flashlight, bulky or noisy equipment or to safeguarding vulnerable children/ pupils where photographs/ video would put children/ pupils at risk of harm.

Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of a School event). Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film. Without this consent the Data Protection Act would be breached.

If the School itself records the School play etc. so it can sell the recordings to parents, then it will comply with the requirements of the Data Protection Act.

Parents are asked not to publish any photographs or videos on social media.

USING PHOTOGRAPHS AND IMAGES OF CHILDREN SUPPLIED BY A THIRD PARTY:

Thirsk Community Primary School recognises that copyright exists in photographs/video images and this copyright generally rests with the photograph/video matter.

Before using any image supplied by a third party, the school will ensure that it checks that the third party owns the copyright and permission is given in writing by the individual(s) to use the photograph/image.

A third party who provides such photographs/images will be asked to confirm in writing that they have the express consent of the parent/legal guardian to use the said photograph / image.

USE OF IMAGES OF CHILDREN BY THE PRESS: There may be occasions where the press take photographs at the School of children. The press enjoy special rights under the Data Protection Act, which permit them to publish material for journalistic purposes.

Generally, parents and relatives take pride in “press cuttings” which picture and perhaps also name their children and for most, this outweighs any fears about this information being misused. However, some parents do object to the publication in the press of information about and images of their children. As a result the School will ensure that the consent of parents is sought prior to giving the press access to children. The standard consent form attached Appendix 1 to this policy document covers this area. Where a child is named then explicit consent will be secured using the form at Appendix 2.

The manner in which the press use images is controlled through relevant industry codes of practice as well as the law. In this way a check is put on the potential improper use of images of children by the press. The School will ensure that it politely checks that broadcasters and press photographers who may be on the School premises are aware of the sensitivity involved in detailed captioning, one to one interviews, and close or sports photography.

USE OF PROFESSIONAL PHOTOGRAPHERS: The School will ensure that any professional photographer engaged to record a School event is prepared to work according to the terms of this policy document and the following guidelines:

1. In the context of Data Protection legislation, the photographer will be considered as a “Data Processor” and any agreement with them will be in accordance with the Data Protection Act;
2. Photographers will only be used if they guarantee to act appropriately to prevent unauthorised or unlawful processing and against accidental loss or destruction of,

or damage to, the personal data including photographs; Thirsk Community Primary School photography and video 5

3. Photographers will be asked to sign up to an agreement with the School which will include: - Compliance with the Data Protection Act (most professional photographers will be aware of these requirements) and GDPR. - That material may only be used for the School's own purposes and that permission has not been given to use the photographs for any other purpose.

This policy will be reviewed annually. November 2022

Next review due – Nov 2023

Appendix 1- Letter to parents for Consent

Dear Parents/Carers

Consent Form to use a Photograph

There are occasions when we may take photographs of the pupils at our school. We may use these images in our school prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for school – to – school conferences, monitoring or other educational use.

Also, from time to time, the school may be visited by the media who will take photographs of film/video footage of a particular event. Pupils might also appear in photographs/films/video which may feature in local or national newspapers, or in televised news programmes. In some instances, for example where this is celebrating a particular achievement, it may be reasonable to provide the press with the name(s) of the pupil(s).

When parents, grandparents, brothers, sisters, friends etc. are invited to school events many will want to record the occasion for personal use. The school feels that in most instances this is reasonable and will therefore generally allow the use of cameras, camcorders etc. However, due to respect for privacy as well as safeguarding vulnerable children, we ask you not to share images or videos using social media.

In all of these the school will use a common sense approach and the welfare and safety of children will always be uppermost in its decision making,

Nevertheless, to comply with certain aspects of the Data Protection Act 1998, we need your permission to take and store photographs or digital images of your child for school use. I would be grateful, therefore if you would answer the questions on the attached form and then sign and date the form where indicated.

Please return the completed form to school as soon as possible. If you require clarification on any aspect of this form or need assistance in completing it please do not hesitate to contact us.

Yours sincerely

Mr R Chandler

Headteacher

Key Policy Points:

Data Protection Act 1998 The Data Controller is: Thirsk Community Primary School

The information you provide on this form will only be used for the purposes for which you have given consent as detailed below.

This form is valid from the date that it is completed, signed and returned to the school and throughout the duration of your child's attendance at the school.

You may withdraw, suspend or vary this consent at any time upon receipt by the school of a letter to that effect signed and dated by the parent or guardian of the child concerned.

The school may retain and use some photographs as part of its historical record.

However on leaving the school if you (or your child if over 16) wishes to have destroyed any photograph or image showing your child individually you should inform the school in writing.

The school will only use or permit to be used photographs of children who are deemed by the Headteacher or any person duly authorised by him/her, to be suitably dressed for the relevant activity.

Note: for the purpose of this form "photographs" is deemed to include film, video and other similar means of reproducing images.

PARENTS

Please read our Policy for the Use of Images of Children and indicate whether you agree to your child's images being taken. You have the option to indicate whether or not you consent to your child's images being taken and used for different purposes. **You can withdraw your consent at any time by writing to the school.**

Name of child (block capitals)	
Child's date of birth	
Name of parent or legal guardian (block capitals)	
<p>I have read the school's policy on the use of images of children and I agree to its provisions.</p> <p><i>Please give your consent by putting your initials next to each statement. Your child's images will not be taken/used as specified, if you do not give your consent.</i></p>	
<p>I give my consent to images of my child being taken and used for official school purposes promoting or publicising school events in accordance with the guidelines of the policy for the duration of their time at the school.</p>	<p><u>Please initial</u></p>
<p>I give my consent to images of my child being used on the school website and I understand that these images will be available on the World Wide Web.</p>	
<p>I give my consent for images taken by the school in accordance with the guidelines of the policy to be used for official NYCC Council publications.</p>	
<p>I give my consent to my child being included in any images taken by other parents or carers who wish to photograph or record school events in which their children are participating. All parents or legal guardians will be asked to sign an agreement for appropriate use of images they take during school events. Please see below.</p>	
<p>I agree that any photographic or video images I as a parent or legal guardian might take at school events will not be used inappropriately.</p>	
Signature of parent or legal guardian of the child	
Relationship to the child	
Date (date/month/year)	

NB: There may be other circumstances, falling outside the normal day to day activities of the school, when images of children are needed. The school recognises that in such circumstances specific consent from the parent or legal guardian will be sought before any photography or filming of children starts. If you have concerns or queries about any of this information, please contact the school. Please return to: School Office

Appendix 2

Thirsk Community Primary School Consent Form for Photography and Images of Children

Dear Parent or Carer,

During your child's life at Thirsk Community Primary School we may wish to take photographs of activities that involve your child. The photographs may be used for displays, publications, Seesaw, Tapestry, social media and on a web-site by us or the local newspapers.

Photography or filming will only take place with the permission of the Head teacher and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named if there is a particular reason to do so (e.g. they have won a prize), and home addresses will never be given out. Images that might cause embarrassment or distress will not be used nor will images be associated with material on issues that are sensitive.

Before taking any photographs of your child, we need your permission. Please answer the questions below, sign and date the form and return it to the School.

You can ask to see images of your child held by the establishment.

To withdraw or change your consent preferences please contact:

Thirsk Community Primary School office in writing

Thirsk Community Primary School Photograph and Images Consent



Name of Pupil:		
Pupil's' Current Class /year group:		
Name of person responsible for the Pupil:		
<p>I have read the school's policy on the use of images of children and understand it's provisions.</p> <p><i>Please give your consent by circling next to each statement. Your child's images will not be taken/used as specified, if you do not give consent</i></p>		
Thirsk Community Primary School have my consent to take images for use in displays, tapestry, seesaw	Yes	No
Thirsk Community Primary School have my consent to take images for use in publications, social media and the school website	Yes	No
Thirsk Community Primary School to permit the local media may take images of activities that show the school and pupils in a positive light e.g pictures of new starters, performances, sports and prize giving	Yes	No
Photographers acting on behalf of the Thirsk Community Primary school have my consent to take images to use in displays, publications, social media or on a website	Yes	No
I give consent to Thirsk Community Primary Schools chosen photographer to take individual and class photographs	Yes	No
I understand that:		
Embarrassing or distressing images will not be used	Yes	No
The images will not be associated with distressing or sensitive issues	Yes	No
The School will regularly review and delete unwanted material	Yes	No
Signature of person responsible for the named pupil:		
Relationship to the child:		
Date (Date/Month/Year):		

NB There may be other circumstances, falling outside the normal day to day activities of the School, in which pictures of children are requested. We recognise that in such circumstances specific consent from parent or guardian will be required before photography or filming of children can be permitted.

If you wish to attend School functions and take photographs of your and other people's children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events.

Please do not publish any photographs or videos on social media.

Thank you. Please return the form to: Thirsk Community Primary School, Hambleton Place, Thirsk YO7 1SL

You may withdraw your consent at any time

Appendix 2

Thirsk Community Primary School Consent Form for Photographic Images of Children not Covered by Generic Consent

To Name of parent or guardian:

Name of child Establishment:

Address:

Project Description: (Statement should include description, circulation, timescale, access, agencies involved, copyright of material).

To the parent
circle

Please

May we use your child's images in the above project?

Yes / No

Signature*:

Date:

**electronic signature where applicable*

Please return the form to: Thirsk Community Primary School, Hambleton Place, Thirsk YO7 1SL

You may withdraw your consent at any time