

Photography (cameras and video recording)

policy

It is the agreed Mission Statement of the staff and governors of this school:

- to reflect the vision of the founders of the school that education should be provided for all children which prepares them to meet the challenge of their future with the hope, confidence and love of humanity that are fundamental to our Christian religion;
- firmly to endeavour to link the teaching of Christ's gospel with the life and work of the school so that the spiritual aspect of man's nature is evident and identifiable in every facer of the curriculum;
- to sustain the feeling of unity of purpose and one-ness that unites and motivates the school in its endeavours, relationships and aspirations;
- to maintain, value and respect the history and traditions of the school and the parish church, to be a valued part of the community, to share its concerns and to be an open door to those who seek help, support and resources;
- to establish and sustain a partnership between parents and the school, based on the mutual trust and respect and a shared dire to promote the education and well-being of all children;
- to establish the school as a place where educational provision is of the highest possible quality, where expectations of pupils' achievements are high and where excellence is linked to all aspects of the life and work of the school;
- to create and sustain the school as a community of faith where all staff and governors lead by their example in their daily lives, so sensitivity and respect to those of other faiths and cultures and aim to help children towards a greater understanding;
- to establish and maintain a purposeful, happy school in a pleasant, well-ordered environment where the building and surroundings are respected and valued, where laughter is heard and where pupils themselves help to shape an agenda for learning.

This document is intended for all teaching staff, school governors and parents.

This policy reflects the school values and philosophy in relation to how cameras and images (electronic or hardcopy) are used within the school grounds. It sets out a framework within which teaching and non-teaching staff can operate and gives guidance on how cameras, camcorders and other photographic technology should be used.

1. Introduction

Overton St.Helen's CE Primary School, in common with all others, needs and welcomes positive publicity. Children's photographs add colour, life and interest to materials and articles promoting school activities and initiatives. This can increase pupil motivation; staff morale and help parents and the local community identify and celebrate the school's achievements.

However, in order to respect young people's and parents' rights of privacy and because of potential child protection issues, photographs must be used in a responsible way. Overton St.Helen's CE Primary School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

This policy seeks to achieve a practical balance to secure the above.

2. Data Protection Act

Under the terms of the Data Protection Act 1998 images of pupils (or staff) must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access. An image of a child is personal data for the purpose of the act. It is also important to ascertain the views of the child.

Generally, parents are not covered by the Data Protection Act 1998 if they are taking photographs /videos for their own private use. Parents can therefore take photo / videos at school events. Parents are not permitted, however, to take photographs or to make a video recording for anything other than their personal use. This would require the consent of the other parents whose children may be captured on an image. Without this consent the Data Protection Act 1998 would be breached.

3. General rules on using photographs/videos of group/individual children

- i) Parental consent must be obtained on taking photographs/videos of children for the purpose of displaying in school, on the school website, media coverage and prompting the school (eg through the prospectus).
- ii) Images of children in suitable dress will be used – photos of children engaged in PE present a greater risk of potential misuse. In these cases the content of the photograph should focus on the activity, not a particular child; should avoid full face and body shots. For example, shots of children in a pool or shoulder up would be appropriate. Images of children swimming will not be displayed by the school.
- iii) Where we have been informed that a child is subject to a court order then we will never use their image.
- iv) We will ensure images are stored securely on the school premises, especially where electronic, under password protection so they can be used only by those authorised to do so. They will be deleted/shredded as appropriate. Staff will not remove images from the institutional computer or taken home.
- v) Ensure file names given to electronic images of pupils do not identify the child, e.g.

maryjones.jpg

vi) Where possible, use general shots of classrooms or group activities rather than close up pictures of individual children. Consider the camera angle; photographs taken over the shoulder, or from behind are less identifiable.

vii) Remember to include images of children from different ethnic backgrounds in your communications wherever possible, and positive images of children with disabilities to promote St Helen's as an inclusive community, and to comply with the Disability Discrimination Act.

viii) Under the advice of DCSF, where consent is unclear, avoid using the child's name if using their photograph and avoid using a child's photograph if their name is used.

4. Use of images of children by the Press

i) As long as parental consent has been secured newspapers may publish photographs of pupils but must not publish names alongside them. They may however refer to group photographs collectively e.g Class AB or Overton St. Helen's Year 6 football team.

ii) Pupils must not be approached or photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff

5. Websites

i) The parental consent form will explicitly include publication on the school website.

ii) Where possible the school will use technology to prevent the misuse or downloading of images placed on the school website, e.g. watermarking, browser restrictions, slideshows which help prevent copying and pasting images, copy-protection, publishing in low-definition.

6. Video & Filming

i) The appropriateness of photographic images earlier outlined also applies to video/film images

ii) We recognise that parents, carers and family members wish to record events such as school plays, sports days etc to celebrate their child's achievements. These can be taken as they are not covered by the Data Protection Act. However, it is important that such records remain private and for their own personal use (ie. not to be displayed on social networking sites). Upon a child's admission to the school parents will be asked to sign a photography consent form that acknowledges this.

ii) To help avoid the potential difficulties in this area Overton St. Helens may take an official video of some events, making copies available to parents.

7. Webcams

i) If and when webcams are used for video conferencing (or any other reason), areas must be well-signposted and people must know that one is there before entering the area, in order to consent to being viewed in way.

ii) Children must be consulted and parents specific consent would need to be sort for each occasion you plan to use a webcam.

iii) In gaining consent, why the camera is there, what the images will be used for, who might look at the pictures and what security measures are in place to protect access.

8. Commercial & Outside Photographers

- i) Will be given a clear brief about what is considered appropriate in terms of content and behaviour.
- ii) Wear identification at all times
- iii) Will not have unsupervised access to children or one-to-one photo sessions at events
- iv) Will not solicit photo sessions outside the event or at a pupil's home

9. Camera Phones

Camera phones may be used at school events as outlined in 7 above. It is not acceptable for camera phones to be used under any other circumstances. Children are not allowed to bring mobile phones into school so this should not be applicable to them (this includes off-site visits). In case of off-site visit (eg the Yr 6 trip to YMCA), images will be made to children as a memento in the form of a slide show. Specific permission will be obtained from the parents in these cases, outlining the purpose of the slide show. The class teacher, under the guidelines of this policy, will create the slideshow for distribution.

9. Parental Consent

On admission of a pupil to the school parents/carers will be asked to sign a photography consent form which makes clear the school's policy, especially:

- i) How and where photographs will be used
- ii) The period of consent
- iii) The storage and deletion of photographs

We will contact parents/carers annually with the option to change their preferences.

10. Complaints Procedures

Parents should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

11. Review

This policy will be reviewed by the Governing Body annually in line with the child protection policy, in view of the continual advances in technology and in response to significant views expressed by parents, staff and pupils (if appropriate).

Reviewed 2014 by D. Wood

