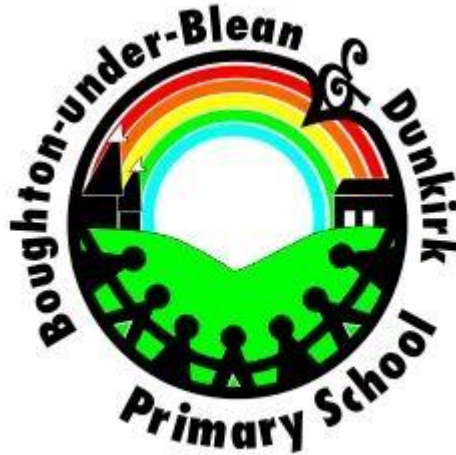


BOUGHTON-UNDER-BLEAN & DUNKIRK METHODIST PRIMARY SCHOOL



POLICY & GUIDANCE ON THE USE OF PHOTOGRAPHIC IMAGES OF CHILDREN

To be read in conjunction with e-safety policy

May 2024
Review Date: May 2026

Doing all the good that we can

We aspire for all our children to become confident, happy and caring individuals who achieve personal success and develop a love of learning and a life built upon our school values.

Boughton-under-Blean & Dunkirk is a Methodist Primary School and our Methodist values are at the heart of everything we do.

- Forgiveness
- Friendship
- Trust
- Justice
- Perseverance

These are then underpinned by our learning values.

- Communication
- Independence
- Aspiration
- Engagement

Our whole school ethos is built upon and guided by them. Every school policy is written with this in mind and implemented in way that reflects our vision of doing all the good that we can and developing children as life long learners.

Start children off on the way they should go, and even when they are old they will not turn from it

Proverbs 22:6

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Introduction

Digital technology has vastly increased the use and potential misuse of photographic images, (printed, digital and video). Concerns about allowing the filming of children & school events and publishing their pictures on websites has prompted the need for a consistent, legal and up to date policy about the use of photographic images.

This policy follows the Guidelines for Kent Schools produced by KCC, which was developed after discussions between the press, KCC communication teams, schools and safeguarding staff.

Most abused children are abused by someone they know. We have taken the view, in consultation with our local police force, that the risk of a child being directly targeted for abuse through being identified by a stranger is small. We think providing reasonable steps are taken to ensure a photograph is appropriate and the full name and contact details are protected that photography for school and other events by staff, families and the media should be allowed. We are aware that the

widespread use of mobile telephones as digital cameras would make banning difficult to impose and police.

Generally photographs for school and family use and those that appear in the press are a source of pleasure and pride. They usually enhance self-esteem for children and young people and their families and the practice should continue within safe practice guidelines.

1. Issues of Consent

The Data Protection Act 1998 affects our use of photography. This is because an image of a child is personal data for the purpose of the Act and it is a requirement that consent is obtained from the parent of a child under the age of 12 years old for any photographs or video recordings for purposes beyond the school's core educational function, (e.g. school web sites, school productions).

As it is likely that there will be occasions when the school may wish to photograph or video children, we seek consent when a child starts school to last for the duration of their stay with us.

There will also be times when we will be carrying out off-site activities e.g. trips, visits or sports events. In these circumstances we usually want to make some visual record and it is likely that the children will want to make their own visual records.

For both school setting and other events which are photographed for publicity purposes a signed consent form (a copy is attached to this policy), will be obtained from the child's parents/carers and kept on file covering all cases where images of children are to be published beyond the parameters of school use.

Where children are 'Looked After' we will check consent on the corporate parent's behalf with the social worker. In addition, there may be other situations, (in adoption placements or following a resettlement from domestic violence for example), where a child's security is known to indicate the need for extra care.

Parents retain the right to withdraw consent at any stage, but they need to do so in writing.

2. Planning for photographs of children

Images and details of pupils published together allow for the remote possibility that people outside the school could identify and then attempt to contact pupils directly. To minimize the risk of this we follow the measures below when photos are to be used outside of school:

- . Where possible, we use general shots of classrooms or group activities rather than close up pictures of individual children.

. We use images of children in suitable dress, and take care to protect modesty at all times

. We always try to use positive images of children from the full range of our children's ethnic backgrounds and disabilities to promote our school as we are an inclusive community.

3. Identifying children

We always follow the DCSF advice as a broad rule of thumb when it is unclear as to whether consent has been given

- If a child is named, we avoid using their photograph.
- If a photograph is published we never print a child's full name
- We use minimum information about a child, e.g. a group of children from Year 4
- When fully naming children in any published text, whether in the school's brochure, website, or in the local press, we will avoid using their photograph, unless we have parental consent to do so.

4. Use of Images of children by the Press

There will be occasions where the press are invited into school to take photographs of school events and therefore of our children. The consent form and accompanying letter highlight some of the potential risks so that parents can make an informed decision about whether they agree to their children being featured in the press and whether their full name should accompany the photograph.

The manner in which the press use images is controlled through relevant industry codes of practice as well as the law. However, given our responsibility to parents and children, we will politely check that press photographers allowed onto our school premises are aware of the sensitivity involved in captioning, one to one interviews and close or sports photography.

5. School literature

Although most school literature is sent to a specific audience, we will avoid using personal details or full names of any child in a photograph.

6. Websites

Web use can be of particular concern to parents and staff because of the potential misuse of images. With digital photography there is the remote possibility that images of children could be produced and manipulated without the parents' knowledge. To reduce the risk of this, any images placed on our website consistently comply with this policy. In addition we make photographs more difficult to copy by publishing them in low definition.

We encourage parents and staff to exercise extreme caution when using social networking sites such as Facebook, and to adopt safe practice in placing pictures on such sites. (Please refer to our Esafety policy).

7. Webcams

Webcams are only ever used as part of educational projects within school. Parental consent would be sought if a webcam link was considered with another school or more widely.

8. Parental right to take photographs

Parents are not covered by the Data Protection Act 1998 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, as long as these are for their own personal and family use.

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). This includes placing images on social networking sites. Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film or in a photograph. Without this consent the Data Protection Act 1998 is breached and the consent form attached reminds parents of this fact.

It is therefore important to exercise caution and to make our parents' responsibilities clear in this area. Parents should ensure that any photographs/videos taken focus on their own child and are kept within their family.

9. The Storage of Photographs and Videos

Photographs are stored on our secure school network and/or within albums for the enjoyment of our school community. Staff are aware that they must not remove photographs from the school site. Consent forms are stored in our school office and if permission is withdrawn for a photograph it will be edited from storage immediately.

10. Official School Photographs

From time to time we invite an official photographer into school to take photographs of individual children, class groups and teams. The validity of the photographer/agency involved is established and the school checks that the appropriate vetting processes have been complied with (e.g. DBS). Children are

always well supervised when photographs are taken and any visitors are present on the school site.

11. Images taken by Children

Children are not allowed to use a mobile phone or personal camera in school during the school day. Any use of cameras on school trips will be supervised and the appropriateness of the pictures will be monitored.

12. Useful sources of information

Useful e-Safety programmes include:

- Think U Know: www.thinkuknow.co.uk
- Childnet: www.childnet.com
- Kidsmart: www.kidsmart.org.uk
- Orange Education: www.orange.co.uk/education
- Safe: www.safesocialnetworking.org

Boughton-under-Blean & Dunkirk School Using Images of Children

To all parents and carers

This letter explains why we need to ask you for your consent to any photographs of your child while at school or on a school trip. When you have read the letter, you should fill in and return the form attached to let us know your wishes.

Generally, photographs for school and family use, and those that appear in the press are a source of pleasure and pride. We believe they can enhance self-esteem for children and young people as well as their families and so are to be welcomed.

In an age in which digital technology has vastly increased the use and potential misuse of photography and there has been publicity surrounding concern about filming school events we believe you should understand the risks and weigh the chances of a child being identified by a photograph in the local press or on a web site and as a result being targeted for abuse.

On advice from the Kent Police, the Kent Local Authority and others, we have taken the view that the risk of a child being identified by a stranger is so small that, providing reasonable steps are in place in terms of school security, planning to ensure an appropriate photograph, and to protect the full name and contact details of children, the practice of photography for school events by families and the media, should continue. In any case, the widespread use of mobile telephones as digital cameras would make banning virtually impossible to impose and police.

The DCSF broad rule of thumb for schools is that "if the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil". For our own school publications, we will follow this advice for photographs to be used for circulation beyond the school. The press however like to reflect the local community by naming children who appear, and may decline to photograph events if this facility is denied to them.

We are mindful of the fact that for some families, there may be reasons why a child's identification is a matter of particular anxiety, and if you have special circumstances either now, or at any time in the future which would affect or change your consent on this issue, you need to let your child's class teacher know.

If your child is old enough to express their own view, you may want to consult with them about the categories of consent, and we invite you to use this letter to explore their feelings about being photographed at school.

Please complete the form attached. Talk to the supervisor, teacher or KCC staff member if you are unclear.

Using images of children Boughton-under-Blean & Dunkirk School

Name of child / children.....

Occasionally, we may take photographs of the children. We may use these images in our publicity or the schools' prospectus or in other printed publications as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, websites or on televised news programmes.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer questions 1 to 9 below, then sign and date the form where shown.

PLEASE RETURN THE COMPLETED FORM TO THE SCHOOL SETTING OR SERVICE AS SOON AS POSSIBLE.

1. May we use your child's photograph (unidentified) in the school prospectus and other printed publications that we produce for promotional purposes?

Yes / No

2. May we use your child's image for assessments, monitoring or other educational uses within the school setting? (internal use only)

Yes / No

3. May we use your child's image (unidentified) on our website or electronic communications?

Yes / No

4. May we record your child's image (unidentified) on video or for appropriate curriculum purposes?

Yes / No

5. Do you consent to your child being photographed at a production/special event in which your child may appear?

Yes / No

6. Do you consent to your child being photographed or filmed in press events agreed by the school?

Yes / No

7. Do you consent to your child being photographed during out of school Events? E.g. School outings or residential journeys?

Yes / No

8. Do you consent to your child's full name being published with a press photograph? (At the present time, some local newspapers will not agree to publish a photograph without a full name)

Yes / No

9. Do you consent to your child's image (unidentified) being used on the school's Facebook page

Yes / No

I have read and understood the conditions (see notes below)

Parent's or guardian's signature _____ Date: _____

Name (in block capitals): _____

Conditions of school use

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

Unidentified above means we will only use the first name

Please also note that the conditions for use of these photographs are on the back of this form.

1. This form is valid for five years from the date you sign it, or for the period of time your child attends this school or setting. The consent will automatically expire after this time. It is your responsibility to let us know in writing as soon as possible if you want to withdraw or change your agreement at any time.
2. We, the school, setting or service, will not use the personal details or full names (which means first name and surname) of any child in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications.
3. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
4. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption, unless we have your agreement.
5. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
6. We may include pictures of pupils and teachers that have been drawn by the pupils.
7. We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations".
8. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.
9. As the child's parents/guardian, we agree that if we take photographs or video recordings of our child/ren which include other pupils, we will use these for personal and family use only. I/we understand that where consent has not been obtained from the other parents for any other use, we would be in breach of the Data Protection Act 1998 if we used our recordings for any wider purpose.