

Greenhaugh Primary School

Policy on the use of images of pupils: Photography, videos and other creative arts in school

Introduction

Many school activities involve the taking and use of images. These may be undertaken as part of the curriculum, extra school activities, for publicity or to celebrate achievement. However, this interest also brings dangers. The publication of students' images, especially where they are accompanied by the individual's name, could attract the wrong sort of interest.

Photographs and video images of students and staff are classed as personal data under the terms of the General Data Protection Regulation (GDPR) 2018. Therefore the use of such images by schools requires the consent of the individual concerned as well as their parent/guardian.

To ensure the safety of all children at Greenhaugh Primary School, we have the following procedures in place regarding the use of photography/videos:

- **The school will obtain parental consent before any photograph or video of a pupil is taken where these are likely to be used in a publication, e.g. the School Prospectus.**
A consent form is circulated in September, at the beginning of each school academic year for parents to complete showing their wishes. This is then returned to school (see copy below).
- **When photographic images are transmitted or shared beyond the establishment, e.g. Hexham Courant or a specific project involving the media, consent is also needed.**
Occasionally, establishments other than school will require their own specific consent forms to be completed throughout the year.
- **Inter-School Events, such as shared curriculum days or sporting events – Greenhaugh staff will liaise with a member of staff from the other establishment so that they are aware of the wishes of the parent/guardian who have not given consent for photographs to be taken.**
- **Children photographing each other – this is most likely to occur during off-site visits or residential activities. Staff should make clear to the students what acceptable and unacceptable images are, and ensure that students follow these guidelines. However, ultimately parents are responsible for monitoring their child's use of a camera and subsequent use of the images involved.**
- **Mobile phones – these are not permitted in school.**
- **Photography at school events, e.g. Christmas plays. While we understand the wish of many parents to record important events in their child's school life, we have a duty to uphold child protection and safeguarding at all times. We are aware of the issues which can arise when people are taking photos or filming at events, and in light of this, we have agreed as a school that no photos or filming will take place during school events by anyone other than school staff and governors. Wherever possible, school personnel will take photos at events which will then be printed as hard copies for parents to keep. Small group photographs for personal use (NOT FOR SOCIAL MEDIA) with the relevant parent's permission at the time may be considered.**

Greenhaugh Primary School



Photography and Media Consent Form

Name of Child/ren:.....

Year Group :

Name of Parent/Guardian:

It is important that we protect your child/ren's interests, respect your wishes and comply with the General Data Protection Regulation (GDPR) 2018.

The school confirms that it shall only use photographic images of your child/ren in line with its safer images checklist and in order to demonstrate or promote activities relating to the schools' curricular and extra-curricular provision (this includes photographs of children kept solely for the purpose of recording curricular activities).

Please complete with YES or NO the boxes below in all instances showing whether you give your consent (or not) for photographic images of your child/ren to be used. Please also indicate whether you consent to your child/ren's name being associated with their image.

This document is to be returned to school as soon as possible after its circulation.

Type of Use	Agree To: Use of Image / Video	Agree To: My child's full name being shown
In the school materials aimed at the school community e.g. Tarsnet News		
On the school web site		Not applicable
In media coverage of the school e.g. Hexham Courant		
A specific project involving the media e.g. working with artist in residence at High Green.		

I confirm that I have read and agree to the terms contained within this consent form (**please see Conditions of Use which follow**).

Signature of Parent / Guardian:.....

Date:.....

Greenhaugh Primary School's Safer Images checklist

- Avoid close-up pictures of individual students: use classroom or group activities instead.
- Always ensure that students are dressed appropriately.
- Ensure that it is stated clearly whether an image is to be retained for further use and, if so, what.
- Ensure that images are stored securely and that they are accessed and/or used only by those with authority to do so (photographs can be stored electronically but this must be within a secure area). Class teachers store images on their PC which is password protected. Photographs on mobile devices (school cameras or ipads) must be downloaded weekly and the device cleared on the same basis.

Consent Form Conditions of use

- The form is valid for the period of one school year. Your consent will automatically expire after this time.
- The school will not re-use any photographs or recordings of your child/ren after they have left our school unless a request is made and specific consent is given.
- The school will not include personal e-mail / postal address or telephone number on a video, on our website, in our school prospectus or in other printed publications.
- If we use photographs of individual children, we will only use their name in any accompanying text or caption if permission has been given.
- We may include pictures of pupils and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as "a science lesson".
- We will only use images of pupils who are suitably dressed.
- Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Notes on Use of Images by the Media

If you give your permission for your child/ren's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story.
- It is likely that they will wish to publish the child's name, possibly age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs).
- It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers.

This policy is to be reviewed annually