

Emmbrook Junior School



Policy for the Safe Use of Children's Photographs

Responsibility of: Finance, Community and Premises (FCP) Committee

Date of Policy: July 2017

Date of Review: June 2019

2014 Mission Statement

The Emmbrook Junior School community works together to further develop each child's abilities by creating a nurturing and motivating environment for learning. Each child's self-confidence will be strengthened so they make good academic progress whilst gaining increasing resilience and respect for the community.

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.

However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

At Emmbrook Junior School every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs.

This policy applies to the use of photographs in school publicity materials, on the Learning Platform and in the press.

This policy reflects the consensus of opinion of the staff and Governing Body of Emmbrook Junior School. Its implementation is the responsibility of all staff.

Parents and visitors will be made aware of this policy.

Child Protection

There may be a risk when individual pupils can be identified in photographs. For that reason the Governing Body of Emmbrook Junior School have developed this policy to make every effort to minimise risk.

In the event of the inappropriate use of children's photographs the Head Teacher will inform the local Child Protection Officer and Social Services and / or the Police.

Data Protection Act 1998

(See Appendix 1 – Data Protection Good Practice Note Taking Photographs in Schools)

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians.

Emmbrook Junior School will not display images of pupils or staff on public areas of the Learning Platform, in publications or in any public place without such consent.

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

Appropriate Use of Images in School Publicity Materials

The staff and Governors of Emmbrook Junior School will:

- ensure that images are stored securely and used only by those authorised to do so;
- ensure that electronic images are stored on a secure network to which members of the public have no access;
- not use an image of any child who is subject to a court order;
- secure parental consent for the use of children's photographs;
- not use photographs of children or staff who have left the school without their consent;
- not photograph children in swimming costumes or leotards.

Learning Platform

The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. However, the staff and governors of Emmbrook Junior School are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the misuse of the internet by certain people. The staff or Governors will seek the consent of parents regarding the use of images on the internet.

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that:

- Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.
- Pupils must not be approached or photographed while at school without the permission of the school authorities.

There is no breach of the Data Protection Act 1998 in passing on a child's name to a journalist as long as parental consent has been secured.

Emmbrook Junior School will provide names of children to accompany photographs published in newspapers and magazines only where the parent or guardian has provided their consent.

Filming Events

There are occasions when parents wish to take videos of children at school events such as productions, assemblies and Sports Day.

Parents and carers can use photographs and videos taken at our school events for their **own personal use only**. Such photos and videos cannot be sold and must not be put on the web/internet (including 'Facebook' and 'You Tube') due to existing Data Protection legislation, which in such circumstance is likely to be contravened. (Recording or/photographing other than for private use would require the consent of all the other parents whose children may be included in the images.)

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Head Teacher who would deal with this in the same manner as any other child protection concern.

Any objections to this policy should be addressed to the Head Teacher.

Monitoring and Review

The Head Teacher and Governing Body will review this policy regularly.

Approved by Governing Body:

Chair of Governors

Date 18.07.2017

Head Teacher

Date 18.07.2017