



# West Byfleet Junior School

## Use of Images

### Aims

This policy aims to:

- Facilitate photography for the business purpose of the school
- Facilitate photography for the record of school activities
- Respect the rights of individuals
- Safeguard individuals

West Byfleet Junior School recognises that we live in an age in which digital technology has vastly increased the use, and potential misuse of photography. It is important to balance the benefits of having photographic records of the wide variety of events that take place day to day in a school environment, whilst also appropriately protecting the individuals associated with the school.

Photography in schools is subject to the General Data Protection Regulations (GDPR) 2018 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of Safeguarding and Copyright in performances. Taking this into consideration we have, and after receiving advice from Surrey County Council Education Service and Surrey Police, developed a policy at West Byfleet Junior School.

### Issues of Consent

It is a legal requirement that permission be obtained from the parent of a child, or young person under the age of 18 years, for any photographs or video recordings beyond the school's core educational function. We also strongly believe that it is vital to ascertain the views of the child.

As it is likely that there will be a number of occasions during a pupil's life when the school may wish to photograph or video a child, we recommend that consent is sought when the pupil starts at the school, to last for the duration of their stay. A signed consent form should be obtained from the child's parent and kept on file. An overall list of consent for the use of images is held in the school office and is reviewed and updated each year. Staff must check this list prior to any school events where photographs or videos will be taken. Where children are "looked after", consent will be sought on the corporate parent's behalf with the social worker. Parents will retain the right to withdraw consent at any stage, but they need to do so in writing. A list of any children not granted permission,

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*Policy:*  
*Nominated Staff Lead:*  
*Nominated Governor Lead:*

*Images/Photographs*  
*Headteacher*

*Status:*  
*Review cycle:*  
*Review date:*

*Non Statutory*  
*Every three years*  
*Autumn 2021*

or having permission retracted, should be provided for every new class teacher as well as any other adults working with the children.

## Photographs of children

Images published together with names and details of pupils allow for the remote possibility that people outside the school could identify and then attempt to contact pupils directly. The measures described below should help to minimize the risk of such unsolicited attention.

- Wherever possible use general shots of classrooms or group activities rather than close ups.
- Use images of children in suitable dress.
- Remember to provide equal opportunities when taking photographs and provide positive images of all children.
- Consider alternatives to photographs e.g. children's work.

Furthermore, staff should use school equipment wherever possible.

## Identifying pupils

At West Byfleet Junior School, in line with the DfE's recommendation, if the pupil is named we will aim to avoid using a photograph. If the photograph is used, we will avoid naming the pupil. We will use a pupil's first name alongside individual photographs and full names at times when they are in group photographs and cannot be linked to individuals. When fully naming pupils in any published text, we will avoid using their photos unless parental consent is given. Further care needs to be taken to ensure;

- Images of a student who is considered vulnerable should not be used
- Any concerns relating to any inappropriate or intrusive photography should be immediately reported to the Safeguarding Officer
- Any images that are likely to cause distress, upset or embarrassment will not be used.

## Third Party use of photographs of West Byfleet Pupils

Third parties will generally be under the same obligations as our school to obtain parental consent to use and distribute photographs. Third parties will need to check with the Headteacher.

## Use of images by the press

We believe that young children should be free to complete their time at school without unnecessary intrusion. Pupils must not be approached or photographed while at school without the permission of the school authorities. There must be no payment to pupils involving the welfare of children or payments to parents or guardians for material about their children. Where publication about the private life of a child is published, there must be justification for publication other than fame, notoriety or position of his or her parents or guardian.

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There may be occasions when the Press take photographs of pupils at our school. Permission must be sought on each individual occasion to have children's photographs in the press.

### **School Prospectus and website**

We will avoid using personal details or full names of any pupil in a photograph. Permission will be sought for each child's photograph being placed on the website for each individual occasion.

### **Videos**

We will seek parental consent before any child appears in a video for each individual occasion.

### **School Productions**

Parents are not permitted to take photographs or to make video recordings. Staff will take photographs of school productions for the school website. Parents may download photographs from the website, but may not share or distribute them.

Members of staff reserve the right to challenge any person using photographic equipment at a school event and ask the person to stop taking photographs or leave if they do not comply with this request. Where this request is not met, we will follow the necessary safeguarding procedure.

### **Social Media**

Photographs and videos from school events, featuring other parent's children must not be posted online through any social media network such as Facebook, WhatsApp, Instagram, Twitter, YouTube, or any other website. We must ensure that we protect and safeguard all children and staff, many of whom do not want their photograph shared online. For others, doing so may compromise their safety.

### **Camera and Video Code**

- The Head and Governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The Head and Governors have the responsibility to decide the conditions that apply in order that the children are kept safe and that the performance is not disrupted.
- Parents can only download photographs from the website for their own personal use.
- Parents must follow guidance from the school as to where to stand in order to minimise disruption to the activity.
- It is forbidden to photograph or video children in sensitive areas such as the toilets or changing for performances or events.

### **Storage of Photographs**

Photographs must be maintained securely for authorized school use only and disposed of either by return to the child/parents, or by shredding, as appropriate.

### **School Photographs**

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*Nominated Governor Lead:*

*Status:* Non Statutory  
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*Review date:* Autumn 2021

When inviting an official photographer in school, we will undertake our own risk assessment in terms of their validity.

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