



**HILLARY PRIMARY SCHOOL**  
**POLICY ON USING PHOTOGRAPHIC IMAGES OF CHILDREN**

**1. Introduction**

This Policy document provides guidelines on the use of photographic images of children in this school. It covers still, video and electronic photographic images, wherever they are used.

The school recognises the need to make full and proper use of photographic images while meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership.

These guidelines address these issues and provide advice on good practice. This guidance has been endorsed by governors with responsibility for child protection and has been approved by the governing body of the school.

**2. Typical uses of photography in this school will include:**

- Assessment and evaluation purposes e.g. recording children with evidence of their work.
- Video based learning in PE, or therapy sessions, providing records that can be used for analysing performance and progression.
- Displays in the school in classrooms and corridors.
- School publications e.g. newsletter, brochure etc.
- School website.
- Staff training and professional development activities.
- Site security / CCTV videos.
- Performing arts records e.g. concerts, sports and drama performances.\*
- Sports days and sports fixtures and the use of photographic equipment by parents and carers.\*

\* It is the school's policy to allow parents or carers to take photographic records of school events such as sports day, and Christmas performances and plays. Should any parent/carer have concerns about this matter, they should discuss the individual event with the Head teacher to make suitable provision.

**3. Ownership**

Human Rights legislation and the Data Protection Act 1998 give people new rights and it is the right to 'privacy' that is the issue when using photographs. The school will seek parent/pupil opinions on this matter on admission to the school. Any request to change this opinion can be made at any time by notifying the Head teacher in writing.

#### **4. Good Practice**

The school will:

- Ensure parents/carers have signed and returned the consent forms for using images of children and will follow the parental requests made in the consent forms.
- Follow the conditions of use as set out in the consent form.
- Not use any photograph out of context.
- Not use any photograph to illustrate sensitive or negative issues.
- Avoid naming pupils – if one name is required the first name only will be used where possible.
- Ensure all pupils are appropriately dressed.
- Avoid images that only show a single child with no surrounding context of what they are doing/learning.
- Not use images of a child who is considered to be vulnerable, unless specific permission has been sought.
- Report to the Head teacher any concerns relating to inappropriate or intrusive photography and challenge any inappropriate behaviour and or language.
- Not use any images likely to cause distress, upset or embarrassment.

#### **5. Parental Permission**

Parental permission will be obtained by completing the section on the admission form, when a child joins this school. Parents will be notified that should they wish to change their permission this can be done at any time and they should inform the Head teacher in writing.

Where a parent has not agreed to their child being photographed, the Head teacher will inform all staff. The master list of parental wishes can be accessed via the office manager. Every effort will be made to comply sensitively with parental requests, e.g. if a child whose parents have refused permission for photography is involved in a sporting event, it may not be appropriate to photograph the whole team. In these incidents careful liaison with parents may enable the school and parent to reach some agreement with other options.

When photographic images are transmitted or shared beyond the establishment e.g. television broadcast specific permission should be obtained using Appendix 1.

#### **6. Inter-school Activities**

In exceptional cases, where the identity of a pupil or their school placement needs to be protected (i.e. a pupil residing in a safe house), it may be necessary to liaise with the other schools to ensure photographic images of the vulnerable pupil are not taken. This may also require seeking co-operation of other parents attending the event.

#### **7. Staff Professional Development Activities**

Occasionally staff and colleagues, whether training or qualified, need to complete portfolios of work they have undertaken within the school. This may include photographic documentation. Any staff compiling such a portfolio will have discussed the project with a member of the leadership team who will oversee the compiled images and consider/approve the appropriateness of the project.

## **8. Displays**

Still photographs on wall displays and video clips are used for assemblies or open evenings and must always depict children in an appropriate way. They must not display children in inappropriate or revealing clothing. Photographs or images likely to cause embarrassment will not be used.

## **9. Parents Evenings, Concerts, Presentations**

To allow the appropriate recording of children's images by parents/carers, we will:

- Ensure that children are appropriately dressed for the activity.
- Monitor the use of cameras and challenge anyone behaving inappropriately.

## **10. Children Photographing Each Other**

This practice can occur during offsite activities, particularly during residential trips. There may be incidents where pupils take inappropriate photographs. Staff will endeavour to ensure this does not happen and that pupils are provided with information and strategies to safeguard themselves. Ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images.

The use of mobile phones which contain cameras or photographic capabilities will not be permitted in school or on residential visits.

## **11. Use of Images of Children by the Media**

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. An agreement will be sought with the press to ensure that if names are to be used, that first names only will be published. This will only be where the parent has given permission for a photograph to be published.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

## **12. Use of Internet**

See the school's Internet Policy for further details.

### **13. Close Circuit Television (CCTV)**

This school has installed CCTV equipment for the following uses:

- As a method of controlling access.
- Monitoring pupil behaviour issues within the building, corridors, playground and areas out of sight or not frequently covered by staff.
- To monitor site safety and security.
- To discourage trespassers and as a means of reducing crime.

Every effort will be made to avoid CCTV cameras capturing inappropriate images. No cameras will be sited in toilets, changing rooms or other sensitive areas.

The Governors Strategy Team is responsible for the selection and siting of cameras. Day to day monitoring of images is undertaken by office and site managers. Any images causing concern will be referred to a member of the leadership team to recommend appropriate action.

The school recognises that whilst CCTV can be an extremely effective and useful crime reduction deterrent device, careful use of the images and control by competent and responsible staff is considered crucial.

### **14. Review of Guidelines**

The content of these guidelines will be reviewed every 2 years.

## **APPENDICES**

1. Consent form for photographic images to be used beyond the school.

**HILLARY PRIMARY SCHOOL CONSENT FORM**  
**FOR**  
**USE OF IMAGES OF YOUR CHILD TO BE USED BEYOND THE SCHOOL**

Name of parent / carer: \_\_\_\_\_

Name of child: \_\_\_\_\_ Group \_\_\_\_\_

**Project Description**

Description of Activity:

Timescale:

Types of photographic images to be taken:

Agencies involved :

Who will have access to images:

Safeguards to be used:

Any other information

May we use your child's image in the above project      YES / NO      (Please circle)

Signed \_\_\_\_\_      Date \_\_\_\_\_

Please return this form to: \_\_\_\_\_