USING IMAGES OF CHILDREN (PHOTOGRAPHS, VIDEOS, WEBSITES AND WEBCAMS) POLICY

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Staff:	Headteacher
Notes:	School Optional Safeguarding Related Policy
Review Cycle:	School Choice Annually
Next Review Date:	**Spring 2027**

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a member of

Learning Partners

academy trust

INTRODUCTION

Concerns now exist about the possibility of a child being identified by a photograph in the press or in the filming of an event in case they are put at risk of being targeted for abuse. However, the school takes the view of the Surrey Safeguarding Children Board that the risk of a child being identified by a stranger is so small that, provided reasonable steps are in place to limit the publication of personal information, the use of images of children should continue in line with the policy set out below.
It is therefore important that all those involved in school life are aware of the steps that should be taken to safeguard children appearing in photographs.

PURPOSE

To inform all those who may take photographs within the school of appropriate and protective measures that should be taken.

AIMS

- To inform all those in school life of the safety issues and requirements involved with photography of children.
- To ensure the safety of all children within the school.
- To prevent the possible misuse of photographs or other images of children.

LEGAL REQUIREMENTS

Parents are not covered by the Data Protection Act 2018 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. 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). Recording and/or photographing other than for private use (e.g. on social networking sites) would require the consent of the other parents whose children may be captured on film. Without this consent the Data Protection Act 2018 would be breached.

PRACTICE

General

- Parental consent for children to be photographed or videoed is obtained when a child starts at Sandfield.
- Parents retain the right to withdraw from consenting at any time and should do so in writing to the Headteacher.
- All children appearing in images should be in appropriate dress for the activity and not in any state of undress.
- Photographs and videos should represent images of children from different ethnic backgrounds, and positive images of children with disabilities.
- School photographers are checked for suitability and publication practices.
- If there is ever use of CCTV e.g. to monitor possible break-ins, the use is clearly signposted, and there is restricted access to archives of materials.
- Parents are reminded at assemblies and productions not to post any images or videos on social media.
- Staff must follow the Trust's safeguarding and acceptable use policies when taking photographs or videos. This includes using only school-approved devices and never personal phones or personal equipment.

Press Photography

- ONLY children whose parents have given permission will be included in photographs for use in newspapers / online newspapers

Identifying Children

- Where possible, general shots of classrooms or group activities (rather than of individual children) should be used.
- Children's first and surname are never to be used alongside pictures. Only first names are used alongside any picture.

- It is recommended that the minimum amount of child, class and school information is used.
- In newspaper articles about the school, a general naming statement will be given, e.g. Year 4 children.

School Publications and Website

- The guidance set out under “Identifying Children” (above) is followed.
- Photographs of children on the school website will not include full names.

School Productions, Events and Performances:

- Parents are invited to record school productions for their own personal use.
- Adults assisting with such performances should not photograph children while they are dressing or changing.
- Staff will approach and question any unknown adults taking photographs at school events.

Videos

- Parental consent must be obtained before any child can appear in a video.

Use of Images Supplied by a Third Party

- Before using a photograph supplied by a third party (such as a professional photography company), check that the third party owns the copyright and obtain written or verbal permission to use it.
- Third parties are generally under the same obligations to obtain parental consent to the use and distribution of photographs. Ensure that all relevant consents have been given to the third party and that they are entitled to provide the image.

Safeguarding Children

- There is a risk that video and photography could be used by abusers of children.
- Children who have been previously abused in this way may feel threatened by the use of photography, filming etc.
- Staff are sensitive to any children who appear uncomfortable and recognise the potential for misinterpretation.

Archiving Images

- Children do not appear in the school documents/website after they have left the school, unless they appear in historic events.
- The school retains the right to keep images for celebration and historic records of events and activities. Consent for the continued use of a child’s image after they have left the school is included within the original image-consent process. If the school wishes to use any archived images beyond this agreed purpose, additional permission will be sought.
- At the end of the academic year the school checks school documents/ websites and removes photos of any children that have left the school.