

Use of Children's Photographs Policy

Maun Infant and Nursery School



Where the sun shines every day

June 2022

Next Review: June 2025

Approving body	Full Governing Body
Date approved	July 2022
Supersedes	July 2020
Consultation undertaken	✓
Complies with Equality Act	Yes
Supporting Policies	Data Protection, Child Protection
Review date	June 2025
Lead person	Kerry Norman
Signed	

Our Vision



Maun, a safe place where we...

Aspire to succeed;

Understand and welcome uniqueness;

Nurture and challenge.

This policy has been produced in conjunction with the staff, children and governors and will be reviewed every three years. Due attention has been paid to our Equality Policy and advice guidelines when preparing this policy.

USE OF CHILDREN'S IMAGES*:

*The word images is used here to include photographs, digital photographs, webcam, film and video recordings

Introduction

1. Maun Infant and Nursery School believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements. The use of photographs in evidencing children's learning can be a supportive assessment tool for teachers.
2. We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.
3. Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

4. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer. The consent form we will use for pupils is attached as Appendix A.
5. In seeking consent we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies and consent may be withdrawn at any time by contacting the school office.
6. All images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left the school; these images will be destroyed.
7. We will make it clear to parents that any photographs or videos they take may not be used on any social media sites, as they do not have the permission of any other persons who may be featured

Child protection

8. We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities - such as sports or arts - are suitable without presenting risk of potential misuse.
9. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the Local Authority, Social Services and/or the police as appropriate.
10. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

Websites

11. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website and social media sites.
12. Images, and accompanying details, will only be used in line with government guidance.

Webcams and mobile phones

13. As webcams can be used to take images without people's knowledge, the school's policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.
14. Use of mobile phones that can take and transmit images, will not be permitted in areas of the school with direct access to pupils where they could be misused, except with explicit permission from the headteacher. This applies to staff and visitors to the school. Misuse will be regarded as a breach of school discipline and dealt with accordingly.

External photographers and events

15. If the school invites or permits an external photographer to take photographs within school, we will:
 - Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
 - Issue the photographer with identification which must be worn at all times
 - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
 - Not allow unsupervised access to children or one-to-one photo sessions at events.
16. The same conditions will apply to filming or video-recording of events.
17. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.

CHILD PHOTOGRAPH CONSENT FORM

The location of photographs may include within the school building/grounds and other locations visited as part of the normal school curriculum i.e. within the local area or further afield whilst on school visits.

INTENDED USE:

- to capture evidence of learning
- to share evidence of events/learning experiences, including through our school website, social media sites or publicly by outside agencies such as a local newspaper

To the parent or guardian of:..... (Name of Child)

At Maun Infant and Nursery, we regularly use photographs to evidence learning, which are then stuck into children's books or used on display at school. We do also use images of children in our school publications, website, social media sites and occasionally within the publications of outside agencies.

To comply with the Data Protection Act 2018, we need your permission before we use any photographs we have taken. Please complete the declaration below and return it to us at school.

I give permission for my child's image to be used by the school:

- ☐ For evidencing work in his/her books and on school displays
- ☐ On the school website
- ☐ On school social media sites i.e. Facebook
- ☐ On Microsoft Teams (for sharing with, and viewing by, Maun parents and carers only)
- ☐ In school publications (such as the school prospectus, the school newsletter or a school magazine)
- ☐ By outside agencies such as a local newspaper
- I understand that any images I take of Maun children other than my own, must not be used on any social media networking site.
- I agree not to share any images or links to images which are made available to me on Microsoft Teams, with anybody else (including on social media networking sites)
- I have read and understood the conditions of use on the back of this form.
- I understand that I can withdraw my consent at any time by contacting the school.

Parent/Carer signature: Date:

Name (in capitals):

Please note that websites can be seen throughout the world and not just in the United Kingdom where UK law applies.

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Conditions of use

1. This form is valid for the duration of time your child is at Maun Infant and Nursery. Your consent will automatically expire after this time. We will not re-use any images after this time.
2. During this period, images will be kept in a secure location and only authorised staff will have access to them. After this period, images will be privately destroyed.
3. We will only include a child's full name as photo captions for press releases if the child is not easily identifiable by a member of the public, e.g. not identified by a school uniform. Addresses will not be disclosed in detail. Personal e-mail or telephone numbers will not be disclosed.
4. If we use an image of an individual pupil who is identifiable by their school, we will not use the name of that child in the accompanying text or photo caption without good reason.
5. If a pupil is named in the text of a publication, we will not use an image of that child to accompany the article unless we have specific consent. For example, we might want to include a picture and a full name of a competition prize-winner. However, we will not include a picture and full name of a child in promotional literature.
6. We may use group or class images with very general labels, such as 'learning in English' or 'children exploring the environment'.
7. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.
8. We will use identifiable images of children on social media accounts associated with and managed by the school only when written consent has been given by the parent/carer.