

## **Digital & Photographic Images Policy**

### **Statement**

- Nant-y-Cwm School is aware of the issues regarding inappropriate use of images of children through a variety of media.
- The School is clear in its duty to protect children.
- The School supports the use of photographic images to promote the School through a variety of media.
- The School will respect copyright issues.

### **Aim**

- to clarify Nant-y-Cwm Steiner School's position on photography.
- to implement the safe use of cameras/videos by staff /pupils/ parents/carers
- to reflect the protective ethos of the school with regard to pupil safety

According to the DofE, photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, the use of such images for school publicity purposes will require the consent of either the individual concerned or, in the case of pupils, their legal carers.

School events where photography may take place can include, but are not limited to, concerts, plays or theatre productions, performance events, sports events, fêtes, educational visits, and School trips.

### **Objectives**

**Staff:** Teachers may wish to take photographs of pupils to highlight achievement and development, record specific learning, special occasions and as part of personal or defined research in child development, learning and assessment.

Other staff, assistants and non teaching staff may wish to help in one of the above by also taking photos of pupils and activities.

**Pupils:** may need to take photos of their work to record processes and document achievements.

**Parents, pupils and staff:** may wish to take photos as mementos of activities, events, festivals and performances, as personal and private documents.

Such activity must always be respectful of each person's human dignity.

However it is important to understand and respect the following:

- **Human rights issues:** It is reasonable for a school, for child protection reasons, to monitor parental (and other) use of photography and videos/filming during school activities and to advise parents that any images (photographic or film) should not be used inappropriately. It is also reasonable that identifiable images of children (who are not their own) are not published by parents on the web or elsewhere without the specific permission of the parents, carers and children concerned.

All children and families have a right to reasonable privacy – this must be borne in mind in any photography or filming.

#### **Procedure for school events**

- Permission for photography or filming by anyone (other than the 'class' teacher, Parents/carer, subject teacher or assistant) during school events must be given in advance by the Teaching Team. This does not apply to photography during general public events, but does apply to specific indoor performances on those days.
- If permitted to do so, parents/carers may use photographs/videos at School events for their personal use only and these must not be circulated (including, on the internet). This is to respect the opinion of other parents who may not have given consent for their child's image to be on the internet. The same applies to photos taken on personal mobile phones or tablet devices.

#### **Nant-y-Cwm Promotion:**

Nant-y-Cwm greatly benefits from having a good variety of pictures of pupils' work and activities. These sorts of photos may be used in all manner of promotional material (prospectus, leaflets, magazine etc), for the website and for Open Events.

All photos/film used by Nant-y-Cwm School will be carefully monitored to respect privacy, identity and human dignity of each pupil. (Any concerns about specific cases of use should be addressed directly to the School.)

The School may take yearly photos of class groups with their teacher for its records and for parents'/pupils' benefit as records and memories.

#### **The Press/Media**

There are times when we will want to send photographs of our events to the local media, or on occasions the press or other media may visit the School at our request or at theirs. Your wishes concerning photography will be respected at these times in the same way as during general School activities (i.e. if a parent withholds permission regarding their child, the School will monitor the press activity regarding this pupil in the same way as it would for any other photography/filming).

#### **Consent**

- Written permission must be sought for children to be photographed (including video) during School events. See consent form (appendix 2).
- Parents are required to provide consent to gain permission to publish photographs on the variety of sources listed on the consent form. See consent form (appendix 2).
- If there is a disagreement over consent, it will be treated as if consent has not been given.
- All parents will be given or sent a photography permission form on entry to the School or when the policy changes.

**Parents who have concerns may refuse permission for their child to be photographed or for certain types of usage.**

- Schools will remind parents/carers annually, and will be given an opportunity to reconsider their consent. Parents/carers can withdraw their consent at any time.
- Records of refusal of permission will be passed to appropriate staff members to be able to enforce it.
- The School is not in a position to prevent photography/filming during outdoor/public events so can offer no guarantee at these times.

#### **Use of images in publication and on the internet**

- If the school wishes to use images/video footage of pupils in a publication, such as the School website or prospectus, the consent form will be checked to ascertain what consent has been given.
- Children's names or other details will not be included in photographs of children published on the school website.
- Only images of children appropriately dressed will be used to reduce the risk of images being inappropriately used.
- The school will ensure that any images/video of children are stored securely and used only by authorised individuals. Electronic images are to be stored on a secure network so that they are not accessible to members of the public.
- Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the SMT.

#### **Permissible photography during school events**

If the School permits parents/carers to take photographs or video during a performance, the following must be adhered to:

- Remain seated while taking photographs or videos during concerts, performances and other events.
- Minimise the use of flash photography during performances.
- In the case of all School events, make the focus of any photographs or video your own children.
- Avoid disturbing others in the audience or distracting children when taking photographs or video.
- Ensure that any and all images and video taken at School events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways. In certain circumstances, refrain from taking further photographs and/or video if and when requested to do so by staff

APPENDIX

APPENDIX 1

Staff Agreement regarding the use of photography and digital images

Name \_\_\_\_\_

Position \_\_\_\_\_

- I have read and understood the School's photography and digital image policy
- I will only take pictures in accordance with the school's policy and follow the procedures as required.
- Photographs will be stored on the school's secure computer network
- Digital and video cameras and cards are available for staff use.
- I will ensure that any and all images and video taken at School events are exclusively for personal use and are not uploaded to the internet, (unless permitted – eg: the School website), posted on social networking sites or openly shared in other ways.

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Appendix 2**

**Nant-y-Cwm Steiner school  
Photography and Digital Images Consent Form**

Name of Pupil.....

Class .....

Dear Parent,

Please understand that occasionally, photographs of your child at School may be used in printed publications like the School prospectus and newsletters, project display boards or on the school website or facebook page.

Our School may also be visited by the media in order to celebrate a particular achievement or as part of footage for a high profile event.

To comply with the Data Protection Act 1998 and to protect your child's interest, please read the Conditions of Use and complete and submit the form below.

Please tick the relevant boxes where you give your consent to photographic images of your child being used.

Use of your child's image in school materials (posters, leaflets, prospectus), on the internet, website, social media or the local and national press.

YES

NO

I confirm that I have read and agree to the terms contained within this Consent Form. In addition, I support the School's Digital & Photography Image Policy

Parent/Carers,  
Signature.....

Child's Name.....

Date.....

### **Terms of Use of Digital & Photographic Images**

- The School will not reveal the personal details or full name of your child in a photographic image, on video, on our website, in the school prospectus or in any of our other printed publications.
- If the School uses photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption.
- The School will not use photographs in any form of internal or external publication where we do not have consent or where there is written objection from a parent/carer.
- The School will not use photographs of pupils in inappropriate clothing.
- The School will remind parents/carers annually, and they will be given an opportunity to reconsider their consent. Parents/carers can withdraw their consent at any time.

Parents, pupils and staff wish to take photos as mementos of activities, events, festivals and performances, as personal and private documents. Such activity must always be respectful of each person's human dignity.

However it is important to understand and respect the following:

- Human rights issues: It is reasonable for a School, for child protection reasons, to monitor parental (and other) use of photography and videos/filming during School activities and to advise parents that any images (photographic or film) should not be used inappropriately, nor should identifiable images of children (who are not their own) be published by parents on the web or elsewhere without the specific permission of the parents, carers and children concerned.
- All children and families have a right to reasonable privacy – this must be borne in mind in any photography or filming
- Disruption to school activities/performances: permission for photography or filming by anyone (other than the 'class' teacher, carer, subject teacher or assistant) during School events must be given in advance by the Teaching Team. This does not apply to photography during general public events, but does apply to specific indoor performances on those days.
- If permitted to do so, parents/carers may use photographs/videos at School events for their personal use only and these must not be circulated (including, on the internet including facebook). The same applies to photos taken on personal mobile phones or tablet devices. Please refer to the full policy for more details

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