



**Safe Use of Children's Images**

## **Introduction**

In St Joseph's PS we frequently want to celebrate the children's learning and success with photographs, film footage, displays, publications, local media, through our website. A photographic or digital record of children's work is used frequently for monitoring, evaluation and assessment purposes. Photographs are also used for publicity for the school, to celebrate events and recognise achievements. Photographs add colour, life and interest in articles promoting school activities and initiatives. Making use of photographs and digital images in the media, not only highlights the excellent work which is going on in the school, it also increases pupil motivation, raises staff morale and helps parents and the local community identify and celebrate the school's achievements.

## **Data Protection Regulations**

The Data Protection Regulations, May 2018, affects our use of photography. Photographs and video images of pupils and staff are classed as personal data under the new regulations and therefore using the images requires the consent of either the Individual (if over 13) or in the case of the pupils, their legal guardians.

As there will be numerous times throughout a child's school life that photographs and video footage will be taken, it is essential that we seek the explicit permission of the parents/guardians. Consent is required for images taken by school staff and the media.

Where children are "Looked After" permission will be sought from the person with parental responsibility.

St Joseph's will not display images of pupils or staff on websites, in publications or in public places without consent.

Parents are informed that consent may be withdrawn at any time by contacting the Principal of the school.

## **Use of digital and video images**

### **The staff and governors of St Joseph's are aware:**

- The development of digital imaging technologies has created significant benefits to learning, allowing staff and pupils instant use of images that they have recorded themselves or downloaded from the internet.
- However, staff, parents, carers and pupils need to be aware of the risks associated with publishing digital images on the internet. Such images may provide avenues for cyberbullying to take place.
- Digital images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term.

- It is common for employers to carry out internet searches for information about potential and existing employees. The school will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm: When using digital images, staff should educate pupils about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet eg on social networking sites.
- Staff and volunteers are allowed to take digital images to support educational aims, but must follow school policies concerning the sharing, distribution and publication of those images. Those images should only be taken on school equipment, the personal equipment of staff should not be used for such purposes.
- Care should be taken when taking digital / video images that pupils are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Pupils must not take, use, share, publish or distribute images of others without their permission

### **Appropriate use of Images in School Publicity materials**

The staff and governors of St Joseph's will:

- Ensure that images are stored securely and used only by those authorised to do so.
- Ensure that electronic images are stored on a secure network to which members of the public have no access.
- Not use an image of any child who is subject to a court order.
- Secure parental consent for the use of images of children.
- Not use photographs of children or staff who have left the school without their consent.
- Ensure that children are appropriately dressed
- Where possible use general shots of classrooms or group activities rather than close up pictures of individual children.

### **School Website and Social Media**

Using photographs or video images on the website is no different from their use in any other kind of publications or publicity material. However, the staff and governors of St Joseph's School are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of misuse on the internet by certain people. The governors will seek the consent of parents regarding the use of images on the internet. Children's full names will not usually be included in photographs of children published on the school website. We are aware that websites can be viewed anywhere in the world and not just in the UK where the UK law applies.

## **The Media**

Once again the school will use images of children in the media to celebrate events and achievements within the school. This will include events such as a visit by a dignitary, prize giving, celebrating academic, sporting or musical achievements, recognising awards achieved etc. Journalists are subject to strict guidelines.

- Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child without parental consent.
- They cannot approach or photograph a child in school without the permission of the school authorities.

Where the media are invited to take images of pupils this will be carefully supervised by the school. The school will provide names of children to accompany the photographs only where parents have given explicit consent

## **Filming Events**

Video footage will only be taken by the school once a parent has given consent.

It is usual for parents to take photographs and videos of children at sports day events, assemblies, concerts etc. Parents can make video recordings of school events for their own personal and family use as they are not covered by the Data Protection Act. They must be used ONLY for private use. Parents will be reminded of this before an event takes place. Objections to this policy should be addressed to the Principal.

On occasions, commercial video films may be made of children on educational visits or performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Where a commercial photographer is used, the school will follow guidelines as follows:

- Provision of a clear brief about what is considered appropriate in terms of content and behaviour.
- Informing parents and children that there will be a photographer in attendance at an event and ensure they consent to both the taking and publications of films and photographs.
- Ensure the photographer does not have unsupervised access to children or one to one photo sessions in the home.
- School will not approve photo sessions outside the event.

If pupils or parents have any concerns about inappropriate or intrusive photography, they should report them to the Principal who will report them in the same manner as any child protection concern.

## **Use of Mobile Phones (Refer to Use of Mobile Phone Policy)**

We are aware that there are risks posed directly and indirectly to children through the use of camera phones on the school premises.

(Please refer to the use of E Safety Policy and Confidentiality Policy).

In order to minimise risk

- Children who have been given permission by the Principal to bring a mobile phone into school must hand their phone into the school office at the beginning of the day and collect it at the end of the day.
- Pupils are prohibited from taking photographs or video footage of staff or other pupils.
- Pupils are not permitted to put photographs or images on Social Media sites, Instagram etc.
- Staff are asked to restrict the use of their mobile phones in the classroom.
- Visitors will be reminded that they are not allowed to take any photographs of children on their mobile phone.
- If staff use their phone to take an image to upload to the school C2k system and or the website, they should upload it promptly and then delete it from their camera roll or gallery immediately.

### **Storage of Images**

Photographs must be stored securely for authorised use only and disposed of either by return to the child, parents or shredding, as appropriate. Where parents have given permission for photographs to be stored after the child leaves school, these will be used for publicity and also stored as part of the school archive for historical purposes.

The school website is a celebration of all our pupils' achievements and involvement in life at St Joseph's. Parents will be asked to give consent for their child's photo to remain on the website, after they have left the school, for historical reasons.

Staff are aware that photographs should not be stored on personal or portable devices or taken home. If permission is withdrawn for use of a photograph, then the photograph must be withdrawn immediately.

### **Official School Photographs**

A photographer will be invited into the school several times a year to take official photographs (P1 class photo, First Communion Photograph, P1 individual photograph, P7 year group photograph etc). We have undertaken a Risk Assessment and will ensure that a member of staff is present throughout the sessions.

## **Guidance for Staff Using Digital Images of Children and Young people**

- Ensure you have appropriate consent when planning to use digital images of children. (Appendix 1). Staff should never take or permit an image to be taken by school staff or the media if consent has not been given.
- Staff should not use their personal cameras/iPads, phones etc to take images of children. If they take a photograph on their phone for school purpose it should be removed from the phone immediately.
- Staff should remain sensitive to any children who feel uncomfortable and should recognise the potential from misinterpretation.
- Avoid taking images in a one to one situation. Do not use images that are likely to cause distress, upset or embarrassment.
- Staff should establish whether the image will be retained for further use. Images should be securely stored on a school computer and used only by those authorised to do so.
- Staff should ensure that all images are made available for scrutiny and be able to justify images of children in their possession.
- Staff should report any concerns relating to any inappropriate or intrusive photography to the Principal.
- If any digital image is used, avoid naming the pupil.
- Ensure all children are appropriately dressed.
- Avoid images that show a single child with no surrounding context of what they are learning or doing. A group of 3 or 4 children is more likely to show the activity to better effect.
- Be clear about the purpose of the activity and what will happen to the photographs/video once the lesson or activity is concluded.
- It is not appropriate to take photographs of a pupil's injuries, whether they are accidental or not as it may cause distress or humiliation.
- It is not appropriate to video a child behaving inappropriately
- At the end of the year ensure group photographs or photographs containing images of other children are not sent home to a parent.
- Staff must never post images of children on personal social media sites.

**Staff are also reminded that they should never take photographic or video images of parents or another member of staff without their consent. They should never be posted on a social media site without consent.**

## **A Guide for Parents who wish to Video or Photograph a school event**

We understand that photographs and videos of school events can be a source of great pride and pleasure for families and particularly for family members unable to attend an event. Please follow these guidelines so we can proceed safely and within the law.

- Remember that parents and family members attend school events at the invitation of the Principal and Governors.
- The Principal and Governors have the responsibility to decide if photography and videoing of a school performance is permitted.
- The Principal and Governors have the responsibility to decide the conditions which apply so that children are kept safe and that the performance is not disrupted and children and staff are not distracted.
- Parents can use photographs and videos taken at a school event for their personal use only. Such photos and videos must not be sold and must not be put on the web/internet. To do so would break Data Protection Legislation.
- Recording or photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images.
- Parents must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents must not photograph or video children changing for a performance.
- If a member of staff does not recognise you as a member of a child's family, you may be asked for identification.
- Remember that for images and videos taken on a mobile phone the same rules apply as for other photography.

### **Parents are reminded of the following:**

- **They may not take photographs or video images of children within the school, outside of school performances.**
- **They may not take photographs or video images of staff at any time without consent.**
- **They may not post images or videos of staff on social media at any time.**

Any breaches of these will be dealt with by the Principal.

## **CONSENT FORM FOR USE OF PHOTOGRAPHIC IMAGES**

Dear Parent or Guardian,

In Joseph's we frequently want to celebrate the children's learning and success with photographs, film footage, displays, publications, local media, through our website. Therefore, during your child's time at school we may wish to take photographs or videos of activities that involve your child. Photography and filming will only take place under appropriate supervision. Taking, keeping and publishing photographs and video footage involves processing personal data under data protection laws.

To enable us to comply with our obligations under the General Data Protection Regulation, we are required to obtain express consent for the use of a pupil's image for example in school displays, performances, newsletters, prospectus and our social media platforms. We will not include personal e-mail or postal addresses, telephone or fax numbers on video, on our website or in any printed materials. We will only use a child's full name when necessary. We will only ever use images of pupils who are suitably dressed.

Occasionally, the media will come to the school to photograph or film high profile events or particular achievements e.g prizegiving, fund raising events, sporting/musical achievements etc. Pupils will often appear in local or national newspapers or on televised news programmes. When filming or photography is carried out by the media, children will only be named if there is a particular reason to do so (e.g they have won a prize), and home addresses will never be given out. Images that might cause embarrassment or distress will not be used nor will images be associated with material on issues that are sensitive.

Yours sincerely,

Miss Weir

Principal



**To comply with the Data Protection Act 2018, we need your permission before the school or media can photograph or make any recordings of your child.**

Please read following statements and tick yes or no in each box. Once this has been completed can you please sign and date the form and return it to the school.

1. I give permission for photographs, voice recordings and videos of my child to be taken and used in displays around the school.  
Yes  No
  
2. I give permission for my child's work, photograph, voice recording, video and name to be used on the School's website, Learning Records or notifications such as the school notice boards, Email, School Learning Blogs and Virtual Learning Environment (including video conferencing with other schools)  
Yes  No
  
3. I give permission for my child's photograph to be used in printed publications that are used for school promotional purposes e.g Prospectus, Open Day leaflet  
Yes  No
  
4. I give permission for photographs or video footage of my child to appear in local or national media publications or on Radio or Television programmes as part of the school's involvement in an event?  
Yes  No
  
5. I give permission for other agencies and professionals, involved with the school, to take photographs or film footage of my child taking part in activities for use on their website, for publicity, for media use or for display use within their organisation?  
Yes  No
  
6. I give permission for my child's photographs and footage to be maintained and used by the school, after my child has left, for promotional purposes and to archive school events. (eg school website)  
Yes  No

**Consent can be withdrawn at any time by notifying the Principal and completing a new copy of this form.**

If you do not consent to a particular use of your or your child's personal information, you/your child will not be disadvantaged as a result.

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the Principal. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Signed by Parent/Guardian \_\_\_\_\_

Name of Child: \_\_\_\_\_.

Print name ..... Date .....

**\*Please Note: Should your/your child's circumstances change mid-year, it is your responsibility to notify the school and complete a new consent form**

*You can grant consent to all the purposes; one of the purposes or none of the purposes. Where you do not grant consent we will not be able to use your personal data; (so for example we may not be able to let you know about forthcoming services and events); except in certain limited situations, such as where required to do so by law or to protect members of the public from serious harm. You can find out more about how we use your data from our "Privacy Notice" which is available from our website or from the School Office.*

*You can withdraw or change your consent at any time by contacting the Principal at St Joseph's Primary School, 02890323683, mweir424@c2kni.net. Please note that all processing of your personal data will cease once you have withdrawn consent, other than where this is required by law, but this will not affect any personal data that has already been processed prior to this point.*