



Garlinge Primary School and Nursery

IMAGE USE POLICY

Official Use of Images/Videos of Children

Scope and Aims

This policy seeks to ensure that images and videos taken within and by Garlinge Primary School and Nursery are taken and held legally and the required thought is given to safeguarding all members of the community. It applies to all stakeholders, including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents and carers.

This policy must be read in conjunction with other relevant school policies including, but not limited to; safeguarding and child protection, anti-bullying, behaviour, GDPR, acceptable use policies and relevant curriculum policies including computing, Personal Social Health and Citizenship Education (PSHCE) and Sex and Relationships Education (SRE). It applies to all images, including still and video content taken by Garlinge Primary School and Nursery.

All images taken by the School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:

- fairly, lawfully and in a transparent manner
- for specified, explicit and legitimate purposes
- in a way that is adequate, relevant limited to what is necessary
- to ensure it is accurate and up-to-date
- for no longer than is necessary
- in a manner that ensures appropriate security

The Data Protection Officer (DPO), supported by the Designated Safeguarding Lead (DSL) and management team, are responsible for ensuring the acceptable safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

Parental Consent

Written permission (Appendix 1) from parents and carers will be obtained before images and/or videos of children are taken, used or published. Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes and this may be in addition to permission sought for onsite images. This written consent will be kept by the school where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.

Parental permission will be sought on admission to the school and updated regularly. A record of all consent details will be kept securely on file. Should permission be withdrawn by parents or carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Safety of Images and Videos

All images taken and processed by the school will take place using school provided equipment and devices. Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training and they will ensure that all images are available for scrutiny and will be able to justify any images in their possession.

Images will not be kept for longer than is to be considered necessary. A designated member of staff (DPO or DSL) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use. All images will remain on site, unless prior explicit consent has been given by the DPO, the DSL and the parent or carer of any child captured in any photograph. Should permission be given to take any images offsite then all relevant details will to be recorded, for example who, what, when and why, and this data will be kept securely with appropriate protection. Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably protected and will be logged in and out by the DPO and/or DSL; this will be monitored to ensure that it is returned within the expected timescale.

The DPO and/or DSL reserve the right to view any images taken and can withdraw or modify a member of staff's authorisation to take or make images at any time. Only official school owned equipment and cameras will be used by staff to capture images of children for official purposes. Use of personal equipment and cameras by staff is prohibited. Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use. The school will ensure that images are always held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place. Photographs will be disposed of should they no longer be required and will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not to be taken of any images without relevant authority and consent from the DPO and/or DSL and the parent or carer.

Publication and Sharing of Images and Videos

Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed and images or videos that include children will not provide material that could be reused. Children's full names will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos. The school will not include any personal addresses, emails, telephone numbers or fax numbers on videos, on the website, in a prospectus or in other printed publications.

Safe Practice when taking Images and Videos

Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place. The school will discuss the use of images with children in an age appropriate way and their right not to be photographed is to be respected. Images will not be taken of any child or young person against their

wishes. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.

Use of Closed-Circuit Television (CCTV)

CCTV will be appropriately placed within the school and all areas which are covered by CCTV are well signposted so that individuals are advised before entering such vicinity. Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be for a maximum of 30 days. All recordings are to be erased from hardware before disposal. Regular auditing of any stored images will be undertaken by the Data Controller and/or DSL or other member of staff as designated by the management team. If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.

Use of Photos and Videos of Children by Others

Use of Photos and Videos by Parents and Carers

Parents and carers are permitted to take photographs or video footage of events for private use only but those who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images. The opportunity for parents and carers to take photographs and make videos can be reserved by the school on health and safety grounds.

Parents and carers are only permitted to take or make recording within designated areas of the school and are not permitted in sensitive areas such as changing room, toilets, swimming areas etc. The right to withdraw consent will be maintained and any photography or filming onsite will be open to scrutiny at any time. Parents or carers may contact the school's DPO/DSL to discuss any concerns regarding the use of images. Photos and videos taken by the school and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

Use of Photos and Videos by Children

The school will discuss and agree age appropriate acceptable use rules with children regarding the correct use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc. The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the school online policy. All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use. Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.

Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act. Parents and carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed. For example, they will be for internal use by the setting only and will not be shared online or via any website or social media tool. Any photos taken by children for official use will be

carefully controlled by the school and will be checked carefully before sharing online or via digital screens and the images themselves will not be removed from the setting.

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. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos. 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.

Use of External Photographers

External photographers who are engaged to record any events will be prepared to work according to the terms of the settings online policy. They will sign an agreement that ensures compliance with GDPR and the Data Protection Act. Images taken by external photographers will only be used for a specific purpose, subject to parental consent and will not have unsupervised access to children and young people.



Garlinge Primary School and Nursery

Parental Consent Form for Images

- This form is valid for the period of time your child attends Garlinge Primary School and Nursery. The consent will automatically expire after this time. We will not re-use any photographs or recordings after your child leaves the Garlinge Primary School and Nursery without additional consent.
- We will not use the personal information or full names (first name and surname) of any child in a photographic image or video on our website, online, in our prospectus or in any of our other printed publications. If we use photographs of individual children, we will not use the full name of that child.
- We may use group photographs or footage with general labels.
- We will only use images of children who are suitably dressed.
- We will discuss the use of images with children in any age appropriate way and to role model positive behaviour.
- This consent can be withdrawn by parent and carers at any time by informing Garlinge Primary School and Nursery in writing.

	<i>Please circle</i>
May we use your child's image in displays around school?	Yes/No
May we record your child's image or use videos for assessments, monitoring or other educational uses within our school?	Yes/No
May we use your child's image on our official school website?	Yes/No
May we use your child's image on our official social media channel (Twitter)	Yes/No
Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the school?	Yes/No
Are you happy for the school to print images of your child electronically?	Yes/No

- I have read and understood the conditions of use and I am also aware of the following:
 - Websites and social media sites can be viewed worldwide: not just in the United Kingdom where UK law applies.
 - The press are exempt from GDPR and Data Protection legislation and may want to include the names and personal details of children and adults in the media.
- I will discuss the use of images with my child to obtain their views, if appropriate.
- As the child's parent or carer, I agree that if I take photographs or video recordings of my child which include other children, then I will only use these for personal use.

Name of Child: Date:

Parent or Carers' Name:

Parent or Carers' Signature: