

Introduction

Photographs and video for school and family use are a source of innocent pleasure and pride, which can enhance the self-esteem of children and young people and their families. Parents/carers are not required to comply with the Data Protection Act 1998 when taking photographs for their own private use of their children at an organised event. Fear of breaching the Act should not be wrongly used to stop people taking photographs or videos. However we must always be mindful of the need to safeguard the welfare of children in our school, and issues of child protection, data protection and parental consent will be given careful thought. Images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the Internet.

This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media. Where another body provides services or activities separately, using the school premises, the Governing Body will ensure that the body concerned has appropriate policies and procedures in place in regard to safeguarding children.

- All parents/legal guardians of pupils in the school will be asked to sign a consent form to gain permission to publish photographs in public places (including websites)
- If parents/ carers disagree over consent for their child, it will be treated as if consent has not been given.
- The school will decide if the event is one at which photography and videoing will be permitted.
- When informing parents of the event, they will be informed of the school's decision
- If general shots are to take place such as at a school fete, visitors will be warned in the invitation, so that general consent is implied by attendance
- Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE, swimming and sports events

Schools

- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so. We will not re-use photos after the pupil has left the school.
- When photos are destroyed, the negatives will be destroyed as well as any other electronic copies, where the image is kept electronically.

Children who should not be identified

- Every effort will be made by the school to prevent capturing of images of any child who should not be identified.

Media photographing and filming

- The media operate under their own Code of practice. Photographs taken by the media are usually exempt from the Data Protection Act.

- If the media are invited into school for publicity purposes parents/carers of those children likely to appear will be informed.

Mobile phones (MMS Multi-media messaging service, video phones)

- These phones can take and transmit images and the same rules apply as for other photography, the user needs to recognise that any pictures taken are for personal

Guidance for parents

- Guidance will be given to parents/carers to the effect that any images must be taken for personal use only and specify that images including others must not be put on the web/internet, and that if they are Data Protection legislation may be contravened.
- A copy of the 'Use your camera and video courteously' code' will be given to all parents/carers. See Appendix 1
- Parents/carers will be prompted with a verbal announcement at the start of the event that any images must be taken for personal use only. They will be reminded them that such images must not be sold or be put on the web/internet other wise Data Protection legislation is likely to be contravened.
- People with no connection to our school will not be allowed to photograph – staff will question anyone they do not recognise who is using a camera and or video

Appendix 1

'Use your camera and video courteously' A guide for parents who wish to use photography and/or video a school event

Generally, photographs and videos for school and family use are a source of innocent pleasure and pride, which can make children, young people and their families feel good about themselves. By following some simple guidelines we can proceed safely and with regard to the law.

- Remember that parents/carers and others, attend school events at the invitation of the head and governors
 - The head and governors have the responsibility to decide if photography and videoing of school performances is permitted
 - The head and governors have the responsibility to decide the conditions that will apply so that children are kept safe and that the performance is not disrupted and children and staff not distracted.
 - Parents and carers can use photographs and videos taken at a school event for their own personal use only. Such photos and videos cannot be sold and must not be put on the web/internet. To do so would likely 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 and carers 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 and carers must not photograph or video children changing for performances or events
 - If you are accompanied or represented by people that school staff do not recognise they may need to check out who they are, if they are using a camera or video recorder.
 - Remember that for images taken on mobiles phones the same rules apply as for other photography, you should recognise that any pictures taken are for personal use only,

PHOTOGRAPHY & VIDEO CONSENT FORM

Dear Parents & Carers

Under the General Data Protection Regulations (GDPR) consent conditions have been strengthened, so we are seeking re-consent for the taking and using photographs and videos of your child.

Photographs and videos of pupils are used in a number of ways at Northlands Primary and Nursery School:-

Internal Use – Part of our official function as a school

- On a pupil database to identify pupils
- On learning achievement displays
- On care plans or personal learning plans to identify pupils
- In class books

The lawful basis for use of images in this way is public task

External Use – For use in marketing

- On the school website – photographs and videos of events or showing responsibilities e.g. School Council, Year 6 Prefects
- In the School Prospectus or other documents to show how the school functions
- Displayed in the school corridors (Perspex framed photos or class displays)
- In videos shown at events
- On the digital display board
- School performances, events and trips
- In newspapers

For this use of images we require your consent before we can photograph or make any recordings of your child. Please answer the questions below, then sign and date the form where shown and return it to the office. If at any point in the future, you change your preferences for these consents, please contact the school office as soon as possible and complete a new form. We will use the consent you provide below until your child leaves the school unless notified otherwise.

Yours sincerely

Mrs J Young

Headteacher

