

**Stretton Handley Church Of England  
(Controlled) Primary School**

**SCHOOL POLICY FOR THE SAFE USE OF  
CHILDREN'S PHOTOGRAPHS**

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# **Stretton Handley Church Of England (Controlled)** **Primary School**

## **School Policy for the Safe Use of Children's Photographs**

### **Introduction**

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents / carers and the local community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. Schools need to respect children's and parents' / carers' rights of privacy and be aware of potential Child Protection issues.

At Stretton Handley Church Of England (Controlled) Primary School every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental / carer consent for the use of photographs.

The policy applies to the use of photographs in school publicity materials, on its website and in the press.

The policy reflects the consensus of opinion of the staff and governing body of Stretton Handley Church Of England (Controlled) Primary School. Its implementation is the responsibility of all staff.

Parents / carers and visitors will be made aware of this policy.

### **Safeguarding children**

There may be a risk when individual pupils can be identified in photographs. For that reason the governing body of Stretton Handley Church Of England (Controlled) Primary School have developed this policy to make every effort to minimise risk.

In the event of the inappropriate use of children's photographs the Headteacher will inform the local Safeguarding Officer and Social Care and / or the police.

### **Data Protection Act 1998**

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians.

Stretton Handley Church Of England (Controlled) Primary School will not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

### **Appropriate Use of Images in School Publicity Materials**

The staff and governors of Stretton Handley Church Of England (Controlled) Primary School 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 children's photographs;
- Not use photographs of children or staff who have left the school without their consent; and
- Only photograph children in swimming costumes from the waist up.

### **School website**

The advice for using photographs on a website is not different from their use in any other kind of publication or publicity material. However, the staff and governors of Stretton Handley Church Of England (Controlled) Primary 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 the misuse of the Internet by certain people.

The governors will seek the consent of parents / carers regarding the use of images on the Internet.

Children's names will not be included in photographs of children published on the school website.

### **The Press**

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that:

- Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.
- Pupils must not be approached or photographed while at school without the permission of the school authorities.

There is no breach of the Data Protection Act 1998 in passing on a child's name to a journalist as long as parental consent has been secured.

Stretton Handley Church Of England (Controlled) Primary School will provide names of children to accompany photographs published in newspapers and magazines only where the parent / carers has provided their consent.

### **Filming Events**

It is usual for parents to take photographs and videos of children at school events such as the annual Nativity Play and Sport's Day. Any objections to this policy should be addressed to the Headteacher.

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

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

- Schools should provide a clear brief about what is considered appropriate in terms of content and behaviour;
- Schools should issue the photographer with identification which must be worn at all times;
- Schools should let parents and children know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs;
- Schools should not allow unsupervised access to children or one-to-one photo sessions at home;
- Schools should not approve / allow photo sessions outside the event or at a child's home.

If children or parents / carers have any concerns about inappropriate or intrusive photographs they should report them to the Headteacher who would report them in the same manner as any other Child Protection concern.

If schools or parents / carers have concerns regarding the use of filmed images by television companies they should contact the Office of Communication (Ofcom).

Any objections to this policy should be addressed to the Headteacher.

### **Camera Phones in School**

Concerns have been expressed about the risks posed directly and indirectly to children through the use of camera phones on school premises.

In order to minimise risk at Stretton Handley Church Of England (Controlled) Primary School:

- Staff will only use mobile phones in office areas while school is in session;

- Visitors will be advised of the ban on the use of camera phones in school and, wherever possible, will be accompanied by a member of staff during the duration of the visit;
- Children are not permitted to bring mobile telephones on to school premises.

### **Parental Consent (see Appendix)**

The governors of Stretton Handley Church Of England (Controlled) Primary School will seek the consent of parents / carers regarding the use of photographs of children. The consent will include agreement on:

- How and where the photographs will be used;
- The period of consent; and
- The storage and deletion of photographs.

Consent will be sought as part of the permissions agreement process on admission to school. Where circumstances change, it is the responsibility of the parent / carers to inform the Headteacher in writing.

Consent forms will be retained as part of child's individual records while the child is still at school.

### **Monitoring and Review**

The Headteacher and governing body will review this policy on a biennial basis or earlier if new legislation or guidance is published.