



# Claremont Primary School

A hub of educational excellence and innovation,  
supporting and valuing everyone

## Image Use Policy

<b>Responsible person</b>	Jenny James Assistant Headteacher/ Designated Safeguarding Lead
<b>Responsible governor</b>	Matt Lowe Safeguarding Governor
<b>Responsible governor team</b>	FGB
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<b>Policy reference</b>	Kent/Education People model

At Claremont we believe and recognise that the diversity of our community is one of our greatest strengths and assets. We are committed to ensuring that our pupils are treated fairly, and we have carefully considered and analysed the impact within this policy to promote equality of opportunity for all and we will use our position of influence as a school to work with all stakeholders to eliminate discriminatory barriers and ensure that our pupils have a sense of shared, common belonging and understanding

## **1 Introduction**

**1.1** Schools, playgroups and youth groups have always used photographs and videos as a way of celebrating achievement, recording work and progress, or for publicity and fundraising purposes. Increasingly, creating videos and images is part of learning in schools. Parents and children derive great pleasure from seeing images of themselves and their loved ones in print or on a website.

However, we all need to be aware of the potential risks involved with image creation, publication and distribution and to understand that placing any identifying information in the public domain has risks. (For example, providing the name and photograph of a pupil in a publication or on a website allows the possibility of people outside the school identifying and then contacting pupils directly.)

**1.2** Claremont wants to ensure that these images and video can continue to be captured, used and appreciated appropriately and safely.

**1.3** The aim of this policy is to create a framework of principles to ensure this happens in a way which ensures the safety of pupils and that it is done within the bounds of the law.

**1.4** This Policy applies to photographs/videos taken of activities/events held in school during the normal school day, and to those taken of school-organised outings or activities held off-site or outside the normal school day.

**1.5** If an image/video is found to have been misused, appropriate action will be taken by the school, including use of disciplinary policies and contacting the police.

## **2 The school will:**

**2.1** Ensure that all images taken by the school will be used in a manner respectful of Data Protection principles. This means that images will be:

- fairly and lawfully processed and only for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- kept on file for no longer than is necessary
- processed in line with an individual's legal rights
- kept securely
- adequately protected if transferred outside the school

**2.2** Obtain permission from parents or carers for the use of images/videos of their children. Parental permission will be sought on an agreed basis on admission to the school through the Admissions Form. (See Appendix 1.)

**2.3** Record and keep securely all consent details on file. Should permission be withdrawn by parents/carers at any time, then best endeavours will be made to dispose of those images and the record will be updated accordingly.

**2.4** Use the images for a variety of purposes, including in-school in displays and for record-keeping (recording work and progress) and on the school website and in local press.

**2.5** Use only school equipment for taking and storing images. All images taken by or on behalf of the school must be captured using school-provided equipment and devices. Only official school-owned equipment (e.g. school-provided iPads) will be used by staff to capture images of children. Use of personal cameras by staff is prohibited at all times. The images will be stored when possible on the school server. Staff review and delete images on an on-going basis.

**2.6** Ensure that all images in the possession of staff and volunteers are available for scrutiny and if necessary will ask that they are able to justify any images in their possession. The school has the authority to withdraw or modify a member of staff's or volunteer's authorisation to take or make images at any time.

**2.7** In accordance with the Acceptable Use Policy suitably protect with password/code any laptop, iPad, memory stick, CD or storage device containing images of children before it is taken offsite for further work and ensure it is returned within the expected time scale.

**2.8** Carefully select images or videos that include children when used online, considering factors such as ensuring subjects are suitably dressed, and that they cannot be identified from the content.

**2.9** When uploading videos of the children on the school website use appropriate methods. Videos shown on the school website need to be hosted at a video streaming site (such as YouTube) and linked to. Videos will be uploaded to the streaming site by the office administrator using the appropriate school email account and settings ('unlisted' for YouTube).

**2.10** Not use children's full names on the website or other publication (e.g. newsletters, social media channels) in association with photographs or video.

**2.11** Will include information regarding the safe and appropriate use of images as part of staff safeguarding training.

**2.12** Will not take images of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.

**2.13** Prohibits photography in sensitive areas such as changing rooms or toilets.

**2.14** Will discuss in age-appropriate ways with children the concept of personal privacy, the dangers of unrestricted sharing of photos/videos and data online as part of the safeguarding and PHSE curriculum and will agree acceptable use rules for the appropriate use of cameras in school (such as places children cannot take cameras).

**2.15** Allows members of the PTA committee (DBS checked) to take photos/videos of in-school PTA events for publicity in PTA publications (including social media). These images must be captured on school-owned equipment and approved/checked for use by the school office to ensure no children are identifiable who are on the list of those not wanting their image to be used. The images must be removed on request, and the school has the authority to withdraw or modify this authorisation at any time.

**2.16** Instruct staff to contact the Designated Safeguarding Lead (DSL) (Jenny James) to discuss any concerns regarding the use of images or video.

### **3. Parents/Carers will:**

**3.1** Take photographs or video footage in-school of events only for private use, according to the agreement signed on admission to the school. (See Appendix 1 for wording.)

**3.2** Not share or publish these images or video on social media platforms which would allow copying and distribution by others.

**3.3** Only take or make recording within designated 'public areas' of the school as set by the Headteacher. These are defined as the school hall, library and the school field. With the specific permission of the class teacher, parents may take photos in classrooms. Photography is prohibited in sensitive areas such as changing rooms and toilets.

**3.4** Be mindful of others when making and taking images.

**3.5** Recognise the authority of the school to withdraw consent for filming and photography and understand that any photography or filming on site will be open to scrutiny at any time.

**3.7** Contact the Designated Safeguarding Lead (DSL) (Jenny James) to discuss any concerns regarding the use of images or video.

### **4. Use of photos/videos by children**

**4.1** Pupils will not be allowed to take pictures or video without permission and supervision of a member of staff.

**4.2** Pupils will only use school equipment. Pupils are not permitted to use personal devices (such as mobile phones) during school hours (see Acceptable Use Policy and Online Safety Policy)

**4.3** Pupils are prohibited from taking photographs or video in sensitive areas such as changing rooms or toilets.

**4.4** Still and video cameras provided for use by children and the images themselves will not be removed from the school.

**4.5** Photos or videos taken by children for official use will be carefully controlled by the school and will be checked carefully before being shared or published.

**4.6** Pupils will be told to contact the Designated Safeguarding Lead (DSL) (Jenny James) with any concerns regarding the use of images or video.

## **5. Use of images of children by the media**

**5.1** Where a press photographer is to be invited to celebrate a school event, the school will provide strictly limited personal information (first names only) about the pupils featured for publication alongside the photos or video.

**5.2** Photographers will not have unsupervised access to children.

**5.3** No authorisation to take photographs or video will be given to unscheduled visits by the press under any circumstances.

## **6 Use of commercial photographers**

**6.1** The use of commercial photographers is part of the regular school programme to provide individual, class, school and team photographs for families to buy.

**6.2** Commercial photographers who are engaged to record any events will be prepared to work according to the terms of the school's safeguarding and online safety policies.

**6.3** The companies we use are fully compliant with the relevant data protection law, and the photographers have received DBS clearance.

**6.4** Parents will be informed prior to the photographer coming into school.

**6.5** Photographers will not have unsupervised access to children.

## Appendix 1

### Text of the Parental agreement in the Admissions Form document.

#### IMAGES OF CHILDREN

In line with local authority advice we have moved to a single opt-out position with regards to images of children.

Claremont will use images/videos of children on the school website, in literature (such as newsletters), on displays in school and for use by local press.

On no occasion will names or addresses be attached to these images.

We also advise you that class and individual photographs will be taken by the school's photography company and may be taken by parents on occasions such as school trips, plays and sporting events. Video conferencing under the supervision of the class teacher may also occur.

Please could you indicate below if you give permission for your child's image to appear in any aspect of the school's communication as referenced above.

Please circle one:      YES I give permission                      NO, I do not give permission

I agree that any photos or videos taken by me during school plays/assemblies/sporting events will not be made accessible in the public domain and are for private use only.

I agree that if I am supporting on a school trip, I will refrain from accessing my mobile phone for personal reasons and from taking photos, in line with the school's Acceptable Use Policy.

I understand that I can retract my voluntary consent at any time by emailing the school office via [admin@claremont.kent.sch.uk](mailto:admin@claremont.kent.sch.uk).