



# Claremont Primary School

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

## Image Use Policy

<b>Responsible person</b>	Clare Smith Designated Safeguarding Lead Julie Cook GDPR Lead
<b>Responsible governor</b>	Matt Lowe Safeguarding Governors
<b>Responsible governor team</b>	FGB
<b>Date approved</b>	Spring 2022
<b>Date of next review</b>	Spring 2023 (or as new guidance available)
<b>Policy reference</b>	Adapted Kelsi 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

### **Scope and aims of the policy**

1. This policy seeks to ensure that images taken within and by Claremont are taken and held legally and the required thought is given to safeguarding all members of the community.
2. This policy applies to all staff 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/carers.
3. This policy must be read in conjunction with other relevant policies including, but not limited to; child protection, anti-bullying, behaviour, data security, image use, Acceptable Use of Technology Policies (AUPs), confidentiality and relevant curriculum policies including computing, Personal Social and Health Education (PSHE), Citizenship and Relationships and Sex Education (RSE).
4. This policy applies to all images, including still photographs and video content taken by Claremont Primary School.
5. All images taken by Claremont Primary 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
6. The Data Protection Officer (DPO) within the setting (Julie Cook) supported by the Designated Safeguarding Lead (Clare Smith) 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.

### **Official use of images of children**

#### **Parental consent**

7. Written permission from children and/or parents or carers will always be obtained before images of children are taken, used or published.
8. Written consent will always be sought to take and use images offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
9. Written consent from parents 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.
10. Parental permission will be sought on admission to the school.

11. A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of, and the record will be updated accordingly.

### **Safety of images**

12. All images taken and processed by or on behalf of the school will take place using school provided equipment and devices and in line with this and other associated policies, including but not limited to Child Protection, Staff Behaviour/Code of Conduct and the Acceptable Use Policy.
13. Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.
  - Staff will:
    - only publish images of learners where they and their parent/carer have given explicit written consent to do so.
    - only take images where the child is happy for them to do so.
    - ensure that a senior member of staff is aware that the equipment is being used and for what purpose.
    - avoid making images in a one-to-one situation.
  - Staff will not
    - take images of learners for their personal use.
    - display or distribute images of learners unless they are sure that they have parental consent to do so (and, where appropriate, consent from the child).
    - take images of learners using personal equipment.
    - take images of learners in a state of undress or semi-undress or which could be considered as indecent or sexual
    - take images of a child's injury, bruising or similar or make audio recordings of a child's disclosure.
14. All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
15. Images will only be retained when there is a clear and agreed purpose for doing so. The DSL team will ensure that all images are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
16. Images will be stored in an appropriately secure place (*list details*).
17. Images will in the school remain on site, unless prior explicit consent has been given by the DPO and DSL and the parent/carer of any child or young person captured in any images. Should permission be given to take images off site, all relevant details will to

be recorded, for example who, what, when and why. Images taken offsite will be kept securely for example with appropriate protection.

18. Any memory stick/storage or 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 time scale.
19. The DPO and/or DSL reserve the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
20. Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
21. The school will ensure that images always are held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
22. Images will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the DPO and/or DSL and the parent/carer

#### **Safe Practice when taking images**

23. 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.
24. The school will discuss the use of images with children and young people in an age-appropriate way.
25. A child or young person's right not to be photographed or videoed is to be respected. Images will not be taken of any child or young person against their wishes.
26. Photography or video recording is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
27. Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.

#### **Publication and sharing of images**

28. Children's' full names will not be used on the school website or other publication, for example newsletters, social media channels, in association with photographs or videos.

29. The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

**Usage of apps/systems to share images with parents** *Remove if the setting does not use tracking apps*

30. The school uses Microsoft Teams to upload and share images of children with parents.
31. The use of the system has been appropriately risk assessed and the Headteacher has taken steps to ensure all data stored is held in accordance with GDPR and the Data Protection Act.
32. Images uploaded to Microsoft teams will only be taken on school devices.
33. All users of Microsoft Teams are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems after use etc.
34. Parents/carers will be informed of the expectations regarding safe and appropriate use (e.g. not sharing passwords or copying and sharing images) prior to being given access. Failure to comply with this may result in access being removed.

**Use of images of children by others**

**Use of image by parents/carers**

35. Parents/carers are permitted to take photographs or video footage of events for private use only.
36. Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
37. The opportunity for parents/carers to take photographs and/or make videos may be reserved by the school on health and safety grounds.
38. Parents/carers are only permitted to take or make recording within designated areas of the school. Photography or filming is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
39. The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
40. Parents may contact the school DSL or the Headteacher to discuss any concerns regarding the use of images.

41. 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 images by children**

42. The school will discuss and agree age-appropriate acceptable use rules with children regarding the appropriate use of cameras, such as when engaging in remote learning and when onsite. This will include places children cannot take cameras, for example unsupervised areas, toilets etc.
43. The use of personal devices e.g. mobile phones, tablets, digital cameras, is covered within the school Acceptable Use Policy and Staff Code of Conduct.
44. 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.
45. Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos or videos.
46. Images 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.
47. Parents/carers will be made aware that children will be taking images of other children and will be informed how these images will be managed. For example, they will be for internal use by the school only and will not be shared online or via any website or social media tool.
48. Images 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.

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

49. 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.
50. 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.
51. 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.

52. 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, including videographers and volunteers**

53. External photographers who are engaged to record any events officially will be prepared to work according to the terms of our policies, including our child protection policy.
54. External photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
55. Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
56. External photographers will not have unsupervised access to children and young people

#### **Policy breaches**

57. Members of the community should report image use concerns regarding image use or policy breaches in line with existing school policies and procedures. This includes informing the Headteacher or a DSL.
58. Following a policy breach, leadership staff will debrief, identify lessons learnt and implement policy changes as required. Action will be taken in line with existing school and procedures which may include child protection, anti-bullying, online safety, acceptable use and positive behaviour policies.
59. Advice will be sought, and reports will be made to other organisations in accordance with national and local guidance and requirements. For example, where there may have been a data protection breach, the ICO will be contacted, and if an allegation has been made against a member of staff, contact will be made with the Local Authority Designated Officer (LADO).

## Frequently Asked Questions for Parents/Carers

### Why do we need a policy?

Education settings have always used photographs as a way of celebrating achievement or seeking publicity for fundraising etc. Families enjoy seeing their loved ones in print or on a website. We want to ensure that everyone can continue to enjoy these activities safely. However, parents/carers need to be aware that placing any identifying information in the public domain has risks and need to understand these issues to give properly considered consent. It is important that we all fully consider the issues before any problems can arise.

### So, what are the risks?

The most highly publicised and worrying risk is that a child who appears in the paper or online may become of interest to a sex offender. Locating people through the internet has become extremely easy, using widely available software, so if there is a picture and the name of a school/setting together with the name of the child, it could be possible to find out the child's address and even work out their likely route to school. There are also other specific groups of children, staff and families whose safety could be put at risk if identified online e.g. those fleeing domestic abuse. To limit these risks, we will take appropriate steps, as outlined in the attached consent form and our image use policy, to safeguard children and our wider community.

### Isn't this just scaremongering?

Sadly not. There have been cases of families receiving unwelcome phone calls or visits following appearances in the press or online. However, this is rare, so it is important to have a sense of proportion; we want to celebrate success and achievement, but parents must be aware of risks to make an informed decision.

### What about school websites or other online channels?

The same concerns apply to school controlled online sites, channels and platforms, additionally it must be recognised that images of children can be copied, manipulated or changed by another person. We can try to copy protect images we share and will use lower quality images for example on our website or social media channels, but this can be bypassed.

### I want to do my own recording of the school play or event is this okay?

Taking pictures or recordings of your own children for your own personal use is okay. The difficulty arises when other children are also filmed, and those images are shared online. It is important that we are all aware that some members of the community may be vulnerable and must not have their image shared online as they could be at risk. You may not always know who these people and we need everyone's support to protect our community. It's important for us all to role model positive behaviour for children, so it might be sensible to check first before posting any images online which contain children than your own. Parents/carers should not copy or share images from the school website or other channels, without appropriate permission from the school.

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## Parental Consent for Images

Dear Parent/carer

This letter explains why we will need to ask for your consent before we are able to take images, including photographs and videos of your child during their time at Claremont. Photographs and videos are a source of pleasure and pride. We believe that the taking and use of images can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take images for many reasons whilst your child is with us, including:

- documenting and recording education activities
- recording their learning and development progress
- recording and celebrating special events and achievements

We also encourage children to be active learners, and to become involved in using cameras themselves by taking photos or videos of their surroundings, activities and of each other. We do however recognise that with the increased use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We have a specific policy regarding the use of images and the safe use of mobile and smart technology, including mobile phones and other personal devices as part of our child protection policy, online safety policy, acceptable use policy and staff code of conduct which you are welcome to view or take a copy of at any time.

To comply with the General Data Protection Regulations (GDPR) and the Data Protection Act, we need your permission before we can photograph or make any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the setting.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely,

Candi Roberts, Headteacher

## Parental Consent Form for Images

### Parental Consent for Use of Images at Claremont

- This form is valid for the period of time your child attends Claremont. This consent will automatically expire after this time.
- We will not re-use any photographs or recordings after your child leaves the school without requesting 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, on social media, in our prospectus or in any of our other printed publications. If we use photographs or videos of individual children, we will not use the full name of that child in the accompanying text or caption. If we name a child in any text, we will not use an image of that child to accompany the article.
- We may use group photographs or footage with general labels.
- We will only take images of children who are suitably dressed.
- We will discuss the use of images with children in an age-appropriate way and role model positive online behaviour.
- This consent can be withdrawn by parents/carers at any time by informing the school office in writing.
- All images will be used taken and held in accordance with Data Protection legislation.
- All images will be taken and used in accordance with our Image Use, Child Protection, Acceptable Use, Online Safety Policy.

*Parents/carers are encouraged to discuss any concerns or queries relating to image use with us as part of making informed decisions.*

May we use your child's image in displays around the school?	Yes / No
May we use your child's image for assessments, monitoring or other educational uses within the school? These images and/or recordings will be used internally only.	Yes / No
May we use your child's image in our prospectus and other printed publications that we produce for educational and promotional purposes?	Yes / No
May we use your child's image on our official school website?	Yes / No
May we use/record/share your child's image on webcam for appropriate curriculum purposes e.g. remote learning?	Yes / No
May we use/record/share your child's image as part of online broadcasts of performances and events? This might include live streaming a class assembly or a Christmas production for example.	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 image 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/we* will discuss the use of images with our *child/ren* to obtain their views, if appropriate. As the child's *parents/guardians*, *we/I* agree that if *we/I* take photographs or video recordings of our *child/ren* which include other children, then we will only use these for our own personal use.

Name of Child: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Carer Name: \_\_\_\_\_

Parent/carer's signature: \_\_\_\_\_

Child's Signature (if appropriate): \_\_\_\_\_