

Madresfield C. E. Primary School
Guidance Policy on the Safe Use of Children's Photographs
To be read in conjunction with our Child Protection/Safeguarding Policy
August 2016 – to be reviewed August 2018

1. Introduction

Madresfield School, in common with all others, needs and welcomes positive publicity. Children's photographs add colour, life and interest to materials and articles promoting school activities and initiatives. This can increase pupil motivation, staff morale, help parents and the local community and identify and celebrate the school's achievements.

However, in order to respect young people's and parents' rights of privacy and because of potential child protection issues, we are aware that photographs must be used in a responsible way. Madresfield School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

This policy seeks to achieve a practical balance to secure the above.

2. Data Protection Act

Under the terms of the Data Protection Act 1998 images of pupils (or staff) must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access.

3. General rules on using photographs of individual children

We will ensure that:

- parental consent is obtained on admission to school – see Appendix 1
- images of children in suitable dress will be used – photos of children engaged in PE or swimming present a greater risk of potential misuse. In these cases the content of the photograph will focus on the activity, not a particular child and will avoid full face and body shots. For example, shots of children in a pool above the shoulder would be appropriate.
- where we have been informed that a child is subject to a court order we will never use their image.
- electronic images are stored on a password protected computer and used only by those authorised to do so.
- file names given to electronic images of pupils do not identify the child, e.g. maryjones.jpg

4. Newspapers

- As long as parental consent has been secured, we give permission for newspapers to publish photographs of pupils.
- Pupils must not be approached or photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff.

5. Websites

- Where possible we will use technology to prevent the misuse or downloading of images placed on the school website, e.g. watermarking, browser restrictions
- This policy is available electronically on the school website.

. Video & Filming

- The appropriateness of photographic images outlined above also applies to video/film images.
- We recognise that parents, carers and family members wish to record events such as school plays, sports days, etc to celebrate their child's achievements. However it is important that such records remain private and for their own personal use. Upon a child's admission to the school parents will be asked to sign a photography consent form that acknowledges this.

7. Commercial & Outside Photographers

- Will be given a clear brief about what is considered appropriate in terms of content and behaviour.
- Wear identification at all times.
- Will not have unsupervised access to children or one-to-one photo sessions at events.
- Will not solicit photo sessions outside the event or at a pupil's home.

8. Camera Phones

- Camera phones may be used at school events as outlined in 6 above. It is not acceptable for camera phones to be used under any other circumstances.
- Staff will use school equipment, not their own camera phones or cameras, when recording events in school.

9. Parental Consent

On admission of a pupil to the school parents/carers will be asked to sign a photography consent form which makes clear the school's policy.

10. Complaints Procedures

Parents should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

11. Review

This policy will be reviewed by the Governing Body annually in line with the child protection policy, in view of the continual advances in technology and in response to significant views expressed by parents, staff and pupils (if appropriate).



Madresfield C.E. Primary School
Mrs. J. Greenwood B.Ed. – Headteacher

Dear Parents/Guardians,

During his/her time at school, your child will be involved in a range of activities for which we need your permission.

Therefore would you please complete the boxes below indicating whether you give your permission for the activities outlined. This form will then be kept on record in school for the duration of your child’s time with us.

Fixed Outdoor Adventure Play Equipment Trail

We have a fixed woodland play activity trail which children use during break and lunchtimes, on a rota system under adult supervision. Children are not permitted to use this equipment before or after school or when there is no adult outside on duty.

*I do/do not give permission for my child to use the outdoor play equipment whilst an adult is outside on duty.

Assemblies/Services in St. Mary’s Church, Madresfield

On various occasions throughout the school year we hold assemblies and services in St. Mary’s Church. You will be informed in advance when we will be taking the children over to the Church.

*I do/do not give permission for my child to be taken over to St. Mary’s Church, Madresfield

Short local walks around the village

We hope to take the children on local visits around the village, within walking distance of the school. These visits will take place at short notice when the weather is suitable. During these visits extra adult supervision will be provided. You will be informed in writing before any visit takes place.

*I do/do not give permission for my child to be taken out of school on short local walks

School Website

We have our own school website and would, on occasion like to include photographs of our children in school. Any photographs used will remain anonymous and will be approved by the Headteacher prior to publication.

*I do/do not give permission for photographs of my child to be placed on the school website.

Food Tasting

As part of the school curriculum, pupils could be involved in the testing and tasting of food. We need to know if your son/daughter has any food allergies or is not permitted to handle certain types of food.

*My child does/does not have any food allergies (please specify).....
*My child may not be permitted to handle certain foods (please specify).....

School Library

The system in school for taking books in and out of our School Library uses fingerprint technology. No record is held of children’s fingerprints and the image is transferred to an encrypted number which is not accessible to anyone outside of school.

*I do/do not give permission for my child’s fingerprint to be taken and encrypted so that he/she can have access to the books in the school library.

Photographs

From time to time photographs are taken of the children to record their various activities, projects etc. In addition, the local press may feature photographs of events taking place in school. Names are sometimes printed along with pictures.

*I have no objection/I object to my child being photographed to record various activities that take place in school.
*I have no objection/I object to my child being photographed or appearing in the local newspapers with his/her name.

Photographs taken by parents - any photographs that I take of my child alongside other children or staff at school events will not be shared electronically with others. e.g. social media sites. **(Please initial to confirm that you have read and understood this statement)**

Parent
initial(s)

Student Observation

During the year we have students visiting the school to observe the children. The information they gather is used to assist them in their courses at college and we need your permission for this.

*I have no objection/I object to students using information gathered about my child.

CHILD’S
NAME.....SIGNED.....
DATE.....

* Please delete as appropriate.

When completed and signed, please return this form to the school office.