High Rocks Federation

ASPIRATION INCLUSION COLLABORATION

BROADWATER DOWN PRIMARY SCHOOL

LANGTON GREEN PRIMARY SCHOOL

Image Use Policy

This is a shared policy, applied to all schools within the Federation and superseding any previous separate policies.

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1.Scope and Aims

This policy seeks to ensure that images and videos taken within and by schools are taken and held legally and the required thought is given to safeguarding all members of the community.

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 schools (collectively referred to as 'staff' in this policy) as well as children and parents/carers.

This policy must be read in conjunction with other relevant school policies including, but not limited to;

- Acceptable Use Policy (AUP)
- Anti-bullying Policy
- Behaviour for Learning Policy
- Confidentiality Policy

Curriculum policies, such as: Computing, Personal Social and Health Education (PSHE), Citizenship and Relationships and Sex Education (RSE), Data security, Safeguarding and child protection Screening, searching and confiscation.

This policy applies to all images, including still and video content taken by Schools.

All images taken by Broadwater Down 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

2.Parental Consent

- Written permission from parents or carers will always be obtained before images and/or videos of children are taken, used or published.
- Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from parents will be kept by the setting where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.
- Parental permission will be sought on admission and will be sought again if consent forms are updated.
- 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.

3.Safe Practice when taking Images and Videos

- 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.
- The schools will discuss the use of images with children and young people in an age appropriate way.
- A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc

4.Safety of Images and Videos

- All images taken and processed by or on behalf of the schools will take place using school provided equipment and devices. Personal cameras, with a school memory card may be used with agreement by the headteacher. Photographs will transferred to the secure school network within the same day and will then be deleted from the memory card. The memory card will remain in school.
- Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.
- 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.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (the lead DSL) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- Photographs 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 to be taken of any images without relevant authority and consent from the DSL and the parent/carer.
- All images will remain on site, unless prior explicit consent has been given by the DSL and the parent or carer of any child or young person captured in any photograph.
- Should permission be given to take any images off site then all relevant details will to be recorded, for example who, what, when and why and data will be kept securely for example with appropriate protection.
- Any memory stick, CD or storage 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 DSL; this will be monitored to ensure that it is returned within the expected time scale.
- The 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.
- Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
- The school will ensure that images are always held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.

5.Publication and Sharing of Images and Videos

- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.
- Images or videos that include children will not provide material which could be reused.
- Children's' full names will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos.
- 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.

6.Usage of Systems to Share Images and Videos with Parents

- The school uses Tapestry in Reception to upload and share images of children with parents.
- 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.
- Images uploaded to Tapestry will only be taken on school devices.
- All users of Tapestry are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems after use etc.
- Images uploaded to the schools' social media accounts will not share the faces or details of children without seeking the permission of parents.
- 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.

7.Usage of Images and Videos of Children by Others

7.1Use of Images and videos by parents/carers

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

7.2Use of Images and videos of Children by Children

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc.
- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the school online safety policy.
- 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.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos 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.
- Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed. For example, they will be for internal use by the setting only and will not be shared online or via any website or social media tool.
- Photos 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.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

7.3 Use of Images and Videos of Children by the Media

- 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.
- 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 will be published along with images and videos.
- 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.
- 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.

8.Use of external photographers

- External photographers who are engaged to record any events will be prepared to work according to the terms of the settings online safety policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
- Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people.

9.Use of Closed-Circuit Television (CCTV)

- All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be for a maximum of 30 days. All recordings are to be erased before disposal.
- Regular auditing of any stored images will be undertaken by the Data Controller and/or DSL or other member of staff as designated by the management team. CCTV may only be viewed with the permission of the Head Teacher.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
- CCTV cameras will be appropriately placed within the setting.

Appendices
Appendix i

Broadwater Down Primary School
Image Consent Form
IMAGE USE

We recognise that with the increased use of technology, particularly digitally and online, the potential for misuse of images has become greater and can give cause for concern. We endeavour to put effective safeguards in place to protect children 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 where you would like to change your image consents, please let us know immediately in writing. We have a specific policy regarding the use of images and also include the safe use of mobile phones and personal devices as part of our online safety policy, which you are welcome to view or take a copy of at any time.

To comply with the General Data 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 wish to discuss their own feelings about being photographed.

With regard to this this, we have a single opt in or opt out policy, with one caveat - the Tapestry app which is used in Reception only. Please see the separate consent form for Tapestry.

If we have your permission, Broadwater Down Primary School may use images or recordings of children on displays in school, in literature such as class or end of term newsletters, on displays in school, seasonal productions, forest school, on our school website or rarely for use by local press. On no occasion will names or address be attached to these images.

Please select an option below. You will be choosing to fully opt in or fully opt out.

I give permission for my child's image to appear in any of the school's communications:

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

Please be aware of the following:

Once a year we invite in school photographers and you will be given the opportunity to purchase photos of your child. These photos are also used solely for our Management Information System and if needed in the School kitchen for dietary/allergy guidance and for no other purpose.

For class photos taken by our school photographer:
Please circle one: YES, I give permission NO, I do not give permission

Appendix ii

As the child's parents/carers, you agree that if you take photographs of your child at any event which includes other children, you will use these for personal and family use only and you will not post them on any social media accounts. It is an expectation that all parents agree that any photos or recordings taken during school plays/assemblies/sporting events cannot be made accessible in the public domain and are for private use only.

You understand that where consent has not been obtained from other parents for any other use, you would be in breach of the GDPR and Data Protection Act 1998 if you used the images or recording for any wider purpose. Websites and social media sites can be viewed worldwide, not just in the UK where UK law applies.

The press are exempt from GDPR and the Data Protection Act and may want to include the names and personal details of children and adults in the media.

I have indicated that I have or have not given consent regarding where photographs and videos of child can be used and I have read and understood the Conditions of School Use of Photographs.

I understand that I can retract my voluntary consents at any time by emailing the school office via office@broadwater-down.kent.sch.uk

I declare the information on this form to be correct to the best of my knowledge and undertake to inform the school of any changes.

Mother's/Carer's Signature: _____
Date:_____

Father's/Carer's Signature: _____
Date: _____
Please see our school website: www.broadwater-down.kent.sch.uk for detailed information about the school.

Appendix iii

Photograph & Video Use of Images Consent Form:

There may be opportunities to publicise some of the activities that your child is involved with at school, this may involve photographing or filming the children. As a school we welcome these opportunities and hope that, as parents, you do too.

We would like your consent to take appropriate photos and videos of your child. If you are not happy for us to do this, we will accommodate your preferences and kindly advise you that your child will no longer appear in any images where consent has not been given.

Please tick the relevant boxes below.

	Yes		No

- I give consent for my child's photograph to be taken by the school photographer for individual/sibling and class photographs.
- I give consent for photos and videos of my child to be used on the school website and/or the school's learning platform (name will be omitted).
- I give consent for photos of my child with their name to be used in classroom, corridor and entrance displays within school.
- I give consent for photos and the name of my child to appear in local newspapers and magazines.
- Please note that some newspapers may require the child's full name and may store photographs online.
- I give consent for my child to be photographed and filmed by staff and fellow parents during school productions and events as long as it is made clear each time that these must only be used for personal viewing purposes and most not be published in any format including online.
- I give consent for my child's image to be used for identification purposes should they have a specific educational, dietary or medical need which needs to be communicated to all staff for safeguarding purposes.

If you change your mind at any time, you can let us know by emailing office@langton-green-school.org requesting a new consent form.

Signed: .....
Print name: .....

Appendix iiii

HOME/SCHOOL AGREEMENT

We wish to create a safe learning environment where children are happy, enthusiastic, and motivated to fulfil their potential. This Home/School Agreement is designed to help us work together effectively:

As a Langton Green Parent I will:

- Ensure regular attendance unless my child is ill, and avoid unnecessary absence
- Ensure a punctual start to the school day
- Inform the school promptly of the reason for absence or lateness so that we can ensure your child's safety
- Inform the school of any relevant home circumstances which may affect my child in school
- Provide my child with the correct, named uniform and equipment needed for school
- Make sure my child has enough sleep and has eaten breakfast and provide a quiet place to do home learning.
- Listen to, and respect, the view of the staff at the school, behaving in a courteous way at all times.
- Support my child with home learning according to the home learning policy.
- Speak to my child positively about learning and support the school in regards to behaviour and disciplinary
- matters.
- Attend Parents' Evenings and other training meetings to discuss the progress of my child
- Use social media in line with the school's acceptable use policy.

Signed:.....
Print Name:.....(Parent/Guardian)

As a Langton Green Pupil I will:

- Show that I love learning by using a growth mind-set. I am imaginative, curious and I enjoy learning
- Show that I aspire to learn by using growth mind-set. I concentrate and have a go
- Show that I respect everyone in our school. I treat others how I like to be treated
- Show that I am kind by using a growth mind-set. I cooperate with others
- Arrive at school on time, having rested well the night before and eaten breakfast
- Be smartly dressed in our agreed school uniform and be prepared for a day at school
- Complete learning in school and at home
- Be responsible for my classroom and the resources in school
- Behave well both in school and outside of school

Signed: ..... (Pupil)

The staff at Langton Green Primary School will:

- Provide high quality teaching through a creative curriculum in a stimulating environment
- Respond to the different learning needs of children and give them the opportunity to achieve their full academic potential
- Promote involvement in the local community and in the wider world
- Provide a safe, caring environment and ensure that children are safeguarded to the best of our ability at all times
- Help our pupils to live by the values of Langton Green Primary School

Signed:…… (Senior Leadership Team)
Signed: .....
Print name: ..... (Pupil)
Signed: .....
Print name: ..... (Parent/Guardian)
Signed: ….....
Print name: .....
(School)



Official use only			
Acknowledgement sent by:		*Date:*	
Complaint referred to:		*Date:*	

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