



## **Rettendon Primary School**

### **Digital Image Policy**

#### **1 Introduction**

- 1.1 There are many occasions on which it is a good thing to make use of photographs and video images captured in school or relating to school business. However, our school will do all it can to ensure that; images are used properly, risks are minimised, our children and staff are kept safe and secure and the school is presented in a positive way. The aim of this policy is to establish the right balance between the proper use of technology, the safety of our children and the reputation of the school at all times.
- 1.2 Under the terms of the Data Protection Act, all photographs and video images of people are classified as personal data. This means that no image can be shared or used for display or publication, unless consent is given by or on behalf all the individuals concerned.
- 1.3 Once consent has been gained, images may be used for a range of purposes including: teaching and learning, promotional materials and administration and management with agreement of the Headteacher.

#### **2 Parental permission**

- 2.1 All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed (professionally or by staff) while taking part in school activities, and for the image to be used by the school. This form will be given to the parents or guardians of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.
- 2.2 Permission is collected in a similar 'rolling' way and for school purposes from staff.
- 2.3 All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

#### **3 School Events and Non School Events**

- 3.1 We will allow professional and parental video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent (see above). Photography is forbidden in changing rooms or backstage during school productions.
- 3.2 The school will observe the way in which data is captured during non-school events. The person in charge of non-school events will be expected to gain permission from the Headteacher to capture, save and use any data recorded in school or in the grounds. The school will refuse the use of any images that are not compliant with any of the above.

#### **4 The Internet**

- 4.1 Only appropriate images will be used on the school internet site, and children will not be identified by their name or address on the school website.

#### **5 Mobile phones**

- 5.1 We do not allow children to bring mobile phones into school. This policy applies to the use of mobile phones as cameras in all circumstances. We have a detailed policy on phones and other electronic devices.

## **6 Use of digital cameras Including CCTV**

- 6.1 There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work or geography or science fieldwork.
- 6.2 Images will be made only as appropriate for school-related activities.
- 6.3 Children will be taught how to take pictures, but we will discourage them from taking pictures of each other, and they will be supervised by an adult when they have access to a digital camera.
- 6.4 As soon as images have been used for their intended purpose (e.g. illustrating a good football pass), they will be deleted. The school will not store digital images any longer than for their immediate use.
- 6.5 Images are also collected and safely stored via our CCTV monitoring cameras. Data is permanently locked and then auto-deleted after 14 days. These images are only shared with the emergency services in the event of suspicious or law breaking activity.

## **7 Media publications**

- 7.1 Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the netball team may have won a regional competition, or the school may have raised money for a charity whose representative wants to receive the donation in person. Newspapers normally ask for the names of the children to go alongside the photographs; where consent has already been given first names only are shared.

## **8 Ownership of Images and Footage**

- 8.1 Any images collected by employed staff during school time and events are 'owned' by the school and it remains the schools responsibility to store or delete the images securely once they have been used and never to pass on images to a third party. No rights to images can be claimed by outside agencies or the representatives of individuals. The school reserves the right to not allow images of the school and it's community to be used for any purpose beyond education of the pupils, regardless of parental consent. External groups must apply in writing to the Governing Body for use of images belonging to the school. Parents/carers may purchase copies of images stored by the school, provided their own child is in the image.
- 8.2 Employees of the school may **temporarily** store school related images on their laptops and PC's at home only as part of their work for the school, provided that the images are not altered or transferred in any way that may make any individual become vulnerable. Employees must delete school related images from their machines once the task is completed.

## **9 Monitoring**

- 8.1 This policy will be monitored by the governing body and revised as appropriate, and not less than two years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the headteacher.

**Signed: J Barber**



## RETTENDON PRIMARY SCHOOL

### VISUAL DATA PERMISSION FORM for Staff and STUDENTS

Photographs and video images of pupils and staff are classed as data under the Data Protection Act. As part of our work, the school regularly uses photography for educational management, recording and publicity purposes. We would like your permission to photograph/film your child and store images for possible inclusion in our displays, publications, website and other publicity material. The image(s) will remain the property of Rettendon School, stored and deleted securely and will be used for the designated purpose of promoting and recording learning. Images that are used within the public domain will not have names associated with the image. Parents/carers may purchase copies of images stored by the school, provided their own child is in the image.

Adult/Child's Name: .....

Child's Date of Birth (when under 16 years) .....

Name of parent/guardian (when under 16 years):.....

I permit employees of Rettendon School to use images of me/my child as outlined above.

Signed: .....

Date: .....

Please return the whole document for our file. The school policy on the use of images is available from the school or the school website. For children being looked after by a local authority, this form must be signed by the legal guardian and not the carer, unless this responsibility has been delegated to the carer and can be seen in writing. Parents/Carers and staff must also be aware that the school does not ban cameras from the school site during school events, such as concerts and sports days, and so cannot be responsible for images collected privately.