



WELLESLEY PRIMARY SCHOOL

Use of Images Policy

Issue No: 6
Date: October 2022

Approved by Governors: 21st November 2022

Use of Images

Contents

Change Record Sheet.....	1
Summary.....	1
Rationale.....	2
Guidelines.....	2
Measurable Outcomes.....	3
Conclusion.....	3
Appendix 1.....	4
IMAGE CONSENT FORM <i>produced on Parent Mail</i>	4

Change Record Sheet

Issue No	Date	Summary of Change	Amended by:
3	November 2016	Policy Reviewed	Heather Small
4	May 2018	Policy Reviewed – GDPR Update	Kathryn Jones
5	October 2019	Policy Reviewed	Heather Small
6	October 2022	Policy Reviewed	Heather Small

Summary

This policy will be reviewed every 3 years.

This policy has been reviewed to ensure that it meets the requirements of the equalities impact assessment.

Policy was first written in 2010.

Use of Images

Rationale

The General Data Protection Regulation came into force in 2018. It protects an individual's personal information. Personal information is information that identifies a living individual. The law requires that data controllers process such information lawfully, fairly and in accordance with the rights that individuals have been given. The Regulation applies to manual files as well as computerised records. The Regulation applies whether these images are held in printed form or displayed on the Internet.

Guidelines

Individual consent must be obtained from those included in images before we record them. The school's official Image/Photograph Consent Forms should be used for school displays, video footage and the school website. Forms will be given to Parents/Carers for signing when joining the school.

Images kept on hard drives should be password protected and the school's internet and email policies will be obeyed. Images will only be used according to the consent given on consent forms.

Staff members are allowed to take digital/video images to support educational aims, but will gain consent forms if they wish to share, distribute or publish those images.

Staff members commissioning images should ensure that the consent forms are adequate for the required purposes. If an official form is inadequate, a covering letter can be drafted to include additional terms.

Images of children should not be taken and used without the consent of their parents. Children should be suitably dressed for images and they should not be used to promote unsuitable causes for example advertising brands or to incite interests in adult causes including pornography, gambling, alcohol consumption or smoking. Recording close-up images of individual children should be avoided where there are clear and reasonable alternatives.

Parent's permission will be sought for other parents to take photographs during school events such as sports days and assemblies that may inadvertently contain an image of their own child.

In the EYFS class, parental permission is sought to share images using the Tapestry Learning Diary. A code of acceptable behaviour is also signed by the parents to ensure that images are not shared without the correct authorization.

Permission to take photos of school events is given on the understanding that no pictures involving children from other families will be posted on social networking sites, as stated on 'Use of Images' consent form.

Pupils full names are not published on any online platform or school communication including the website, newsletter or twitter feed. Photographs published anywhere that include pupils are carefully selected and not used in association with pupils' full names or other information that could identify them.

Use of Images

School records (with pictures) should be kept securely in manual or electronic form. For administrative ease and good practice, photographs of pupils should form part of pupil's records. However, parents should have the facility to view or remove such pictures.

Parents who help on school trips will not be permitted to take photographs of children on their own camera or phone.

In accordance with guidance from the Information Commissioner's Office, parents/carers are welcome to take videos and digital images of their children at school events for their own personal use, as this is not covered by the General Data Protection Regulations. However, in order to protect other children and respect their privacy these images should be published or made publicly available on social networking sites. Parents/Carers should also not comment on any activities involving other pupils in the digital/video images.

Measurable Outcomes

- Images of children will only be used when a consent form has been signed by Parents/Carers.
- Images used will be appropriate
- School records, which include images of children, will be stored securely.

Conclusion

Images of children can help recognise and celebrate achievement, promote the school and reflect school activities as well as other events. These and other uses of images are important to school life and should not be excluded.

IMAGE CONSENT FORM *produced on Parent Mail*

The images taken on the subject above may be used in school for learning purposes (eg: on cloakroom pegs, internal display boards, learning diaries, medical health care plans to name a few). For these purposes we do not require your permission.

Permission Required

The image(s) taken of my child may be used for any publications by the school for the following:

Printed Material

Promotional, Information or Training purposes in print

Yes

No

Video/Film

Promotional, Information or Training purposed in moving images.

Yes

No

School Website

Yes

No

School Facebook Page

We like to share photos of children taking part in school activities with parent on our Facebook Page. We operate a closed group that only parents can be members of. We do not use names and users are unable to make comments or tag photos.

Yes

No

Parents taking photos during school events

Use of Images

In line with guidance from the Information Commissioner's Office, parents/carers may take videos and digital images of their children at school events (which may inadvertently contain images of other children) for their own personal use as this is not covered by the General Data Protection Regulation. These images must not be published or made available on social networking sites in order to protect other children and respect privacy.

Confirmation



I confirm that I have read the guidance regarding parents taking photos at school events.

The image(s) will be kept in accordance with General Data Protection Regulations 2018 and other laws.

The image(s) will not be published with your child's full name or other contact details.