



## **Bassingbourn Community Primary School**

# **Use of photography and other images of children and young people 2018**

**This policy was ratified on:** \_\_\_\_\_

**Implemented on:** \_\_\_\_\_

**Review date:** \_\_\_\_\_

**Signed by the Headteacher:** \_\_\_\_\_

**Signed by the Chair of Governors** \_\_\_\_\_

## Introduction

At Bassingbourn Community Primary School, we aim to balance two desires: safeguarding the children and young people in our care and ensuring families are able to experience pleasure and pride at their children's achievements through the use of technology.

The use of images can be divided into four categories

- Images taken for official school use
- Images taken by parents at school events
- Images taken by the media
- Images taken by third parties

## Images taken by school

GDPR 2018 affects the use of photography. An image of a child is personal data and it is, therefore, a requirement under the Act that consent is obtained from the parent of a child for any images made such as those used for school websites, productions or other purposes. It is important that, as a school, we protect children whose images may not be shared e.g. Looked After Children or children whose birth parent/s do not know their current location from being identified. It is also important to take into account the wishes of the child, remembering that some children do not wish to have their photograph taken.

**A signed consent form should be obtained from the child's parent/carer, and should be kept on the child's file, covering all cases where images of children are to be used.**

For an example of consent form see **Appendix A**. This could be an addition to the school's admission form. Parents may withdraw consent at any stage, but they would need to do so in writing. Images must be maintained securely for authorised school use only, and disposed of either by return to the child, parents, or destroyed as appropriate. Care should be taken in relation to particularly vulnerable children such as those who are in public care, recently adopted or those resettled following on from domestic violence.

## Parents wishing to take images at school events

Technology is making it easier for images to be misused and Bassingbourn Community Primary School wishes to take practical steps to ensure that images of children taken by parents and carers and by members of the media, are done so in a way that is in accordance with the protective ethos of the school.

GDPR does **not** prevent parents from taking images at school events, but these must be **for their own personal use**. Any other use would require the consent of the parents of other children in the image. It is worth noting that the conditions of some production licences prohibit the recording (video) of performances.

For reasons of child protection, however, BCPS has adopted the recommended Cambridgeshire policy that parents will not be permitted to take photographs or video during school events e.g. plays / sports days. Consideration will, however, be given to a special photo call at the end of the event (both at the end of a production and on the medals podiums after sports day) – in order to avoid distraction and disturbance and also allow for the withdrawal of children whose parents / carers have not consented.

Where possible, Bassingbourn Primary School will take and make available (at cost) photos or videos of productions in order to retain control over the images produced.

In order to ensure that people with no connection with our school do not have any opportunity to produce images covertly, staff will question anyone who is using a camera or video recorder at events e.g. sports day they do not recognise. Parents / carers seen taking photos / videos during an event will be asked to delete these images and may be prohibited from attending future events if they refuse.

### **Images taken by the press**

If a child is photographed by a newspaper, the photo becomes the property of the newspaper and the newspaper has the final say as to how it is used. Images can be placed by editors on the newspaper's website. Generally, newspaper photos of groups of 12+ children do not have the names of the children attached. However, photos of groups of less than 12 children are likely to include the full name of the child in the accompanying caption. Parents need to be aware when they give consent that this is the position. It is important that they are also reminded of the benefits of publicly celebrating achievement to build esteem in the child and pride in Bassingbourn Community Primary School.

Further advice is available from The Press Complaints Commission who publish a Code of Conduct

### **Publishing or displaying photographs or other images of children**

The DCSF (Department for Children, Schools and Families) advise the following,

- **If the pupil is named, avoid using the photograph.**
- **If the photograph is used, avoid naming the pupil.**

Whatever the purpose of displaying or publishing images of children care should always be taken to avoid the possibility that people outside the school could identify and then attempt to contact pupils directly. Most abused children are abused by someone they know, but there is still a concern that children might be identified from pictures appearing in the press or other media and targeted for abuse.

- Where possible, general shots of classrooms or group activities rather than close up pictures of individual children should be used. The camera angles should be considered. Photographs taken over the shoulder, or from behind are less identifiable.
- Children should be in suitable dress, and images of PE or swimming events should maintain modesty, for example wearing team tracksuits if appropriate
- Children from different ethnic backgrounds should be included in communications wherever possible, as well as positive images of children with disabilities to promote BCPS as an inclusive community, and to comply with the Disability Discrimination Act
- An article could be illustrated by the children's work as an alternative to using an image of the child.

It is essential that when considering inviting an official photographer schools establish the validity of the organisation and what checks/vetting has been undertaken. Procedures should also ensure that levels of supervision are appropriate to safeguard the welfare of children at all times when visitors are present on the school site.

There may be occasions where the media take photographs at BCPS of pupils. It is important that parents and carers are aware of the potential risks and benefits so they can make an informed decision about consent.

#### **Using photographs of children supplied by a third party**

Copyright of an image including those downloaded from the internet usually rests with the person who produced it. Before using an image supplied by a third party BCPS will check that the third party owns the copyright of that image and BCPS will obtain their written permission to use it. BCPS will ask a third party to guarantee that all relevant consents have been given and that they are entitled to provide BCPS with the image.

#### **Websites and Web cams**

Consent gained from parents/carers for the use of photographs or videos may not extend to website or web cam use, so it is important to check, when introducing such technology, the status of existing consent for pupils. It is important to take care with identification, and to respect parental views on the use of any photography of children on a website.

The regulations for using web cams are similar to those for CCTV (closed-circuit television). Children, their parents and other adults appearing on the web cam all need to be consulted and their consent obtained. In gaining consent, BCPS must tell the person why the web cam is there, what the images are for, who might want to look at the pictures and what security measures are in place to protect access. In addition the area in which the web cam is being used must be well signposted so that people know that the web cam is there before they enter the area.

#### **Useful sources of information**

The Information Commission website at [www.ico.gov.uk](http://www.ico.gov.uk)

Press Complaints Commission Code of Practice at [www.pcc.org.uk/cop/practice.html](http://www.pcc.org.uk/cop/practice.html)

Internet Watch Foundation at [www.internetwatch.org.uk](http://www.internetwatch.org.uk)

Child Exploitation and Online Protection at [www.ceop.gov.uk](http://www.ceop.gov.uk)

Teachernet at [www.teachernet.gov.uk](http://www.teachernet.gov.uk)

**Parental Consent Form for Digital Images and Video**

- This permission form will be reviewed annually and if amendments are needed we will seek permission again at that time.
- Images are stored on the school server and/or school devices including laptops and mobile devices. These locations are accessible to pupils, authorised adults in school and technical support staff from the local authority.
- Images of children whilst they are learning may be taken by members of staff to form a record of assessment. These images may be transmitted to and stored on secure servers by 2Build a Profile which is operated by 2SimpleLtd. 2Build a Profile is an assessment and tracking tool used widely in UK primary schools. These images may also be used to evidence learning in other children's books. These images are not available to be viewed outside of school.
- Following child protection guidance, children's full name will not be given in any school publications nor provided to outside media in conjunction with an image.
- This consent can be withdrawn by parent/carer at any time by informing the school in writing.

**Please circle as appropriate**

May we record and use your child's image in photographic displays around the school?	Yes / No
May we use your child's photograph on our electronic data base to aid identification?	Yes / No
May we record and use your child's image or videos for internal assessments, monitoring or other teaching and learning?	Yes / No
May we also use selected images for publication in: <ul style="list-style-type: none"> <li>• school brochures, prospectus and newsletter</li> <li>• Governors' annual report to parents</li> <li>• school website pages</li> <li>• official school social media channels (e.g. twitter)</li> <li>• articles in the press</li> </ul>	Yes / No Yes / No Yes / No Yes / No Yes / No

- I have read and understood the above.
- I accept that, in line with the new 2018 policy, videos may not be taken on school events. Photographs are only to be taken at the end of performances during the photo call or at the end of Sports Day on the podium.

Name of child:	
Name of parent or carer:	
Signature:	
Date:	