



St Andrew's CE Primary School
Policy & Guidance on
Safe Use of Children's Photographs

1. Introduction & Purpose of this Policy

- This policy aims to ensure safe and consistent use of photographs throughout school activities. It is in line with local guidance and has the agreement of staff and governors. Its implementation is the responsibility of all staff.
- St Andrew's welcomes positive publicity. Children's photographs add colour, life and interest to the school environment and to materials promoting school activities and initiatives. This can increase pupil motivation, staff morale and help parents and the local community identify and celebrate the school's achievements.
- However, photographs must be used in a responsible way. The school needs to respect pupils' and parents' rights to privacy, and be aware of potential child protection issues. St Andrew's School is committed to safeguarding and promoting the welfare of our children, and expects all staff, volunteers and visitors to share in this commitment.
- Children's names will not be given with the use of photographs as this may lead to identification.
- In the event of the inappropriate use of children's photographs the Head teacher will inform

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 prospectus, website or areas where visitors have access. Where photographs are taken at an event attended by large crowds this is regarded as a public area so it is not necessary to obtain the permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs of or films taken by parents for their own use.

Images or film taken by parents/carers or family members must be taken for personal use only, and should not be put on the Internet as this contravenes the Data Protection legislation.

3. General rules on using photographs of individual children

Parental consent will be obtained and images of children who have left the school will not be re-used. Images of children subject to a court order will never be used. If a photograph is used, the school will avoid naming the child. This includes publicity materials. Only images of children in suitable dress will be used and with activities such as swimming or PE, the focus should be on the activity not the child, and should avoid face or body shots. Images will be stored securely with file names which do not identify the child. They will be used only by those authorised to do so.

4. Newspapers

Newspapers may publish photographs of pupils by not name them. They may however refer to group photographs collectively eg. St Andrew's Football Team. Children under 16 years should not be photographed or interviewed by journalists unless there is prior consent by the parents. Children should not be approached or photographed during activities inside or outside school without the permission of a member of staff.

5. Websites

The parental consent form will explicitly include the publication on the school website. No private information will Ever be published on the website.

6. Filming

Parents/carers or family members may wish to record events such as sports days, performances. However, it is Important these images remain private and for their personal use. This consent will be included in the parental permission slips. Consideration of a designated area will allow school to know if those filming have permission to do so.

7. Commercial and Outside Photographers

Will be given a clear brief about appropriate content and behaviour. They should wear identification at all times and will not have unsupervised access to children or 1-1 photo sessions.

8. Camera Phones

Camera phones may be used at school events as outlined above (item 6). It is not acceptable to use camera phones under any other circumstances. Staff should only use mobile phones in office areas while school is in session, unless previously agreed with the Head Teacher. Mobile phones should be kept in a secure place for example a locked drawer and should have a password for access. Visitors should be advised of the policy and should be accompanied by a member of staff whilst on the premises. Children should not bring mobile phones into school unless by prior consent between the parents and teacher. They should be handed to the class teacher at the beginning of the day and kept in a safe place.

9. Parental consent

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

10. Complaints Procedures

In most cases parents should follow the school's normal parental complaint procedures. 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.

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).