

The Rural Enterprise Academy



USE OF IMAGES POLICY

Approved by Governors: **July 2018**

Review Period: **3 years**

Review by: **July 2021**

Introduction

There are many occasions when staff and parents will want to take photographs of children. Such occasions include everything from observation, evidence, assessment and curricular purposes in the classroom to award ceremonies, performances, trips and sporting events as part of the extended activities programme. The intention of this document is to set out clear guidelines which will balance the use of photography as a source of pleasure and pride with the need to safeguard pupils of the Academy and protect the rights of the individual.

This policy sets out to ensure that:

- Images are only used for the purpose intended
- Settings use of images is facilitated
- Personal family photography is allowed where possible
- Individual rights are respected and child protection issues considered
- Parents/carers and pupils are given the right to opt out.

Definitions

The term 'images' refers to photographic prints or slides, digital images, videos or moving images. The images may be distributed via print, DVDs, the internet or other technologies.

Safeguarding Pupils

The welfare and protection of our pupils is paramount and consideration should always be given to whether the use of photography will place our pupils at risk. Images may be used to harm pupils, for example as a preliminary to 'grooming', radicalisation or by displaying them inappropriately on the internet, particularly social networking sites.

For this reason, consent is always sought when photographing pupils and additional consideration given to photographing vulnerable pupils, particularly Looked After Children or those known to be fleeing domestic violence. Consent must be sought from those with parental responsibility (this may include the Local Authority in the case of Looked After Children). Prior to pupils joining the Academy parents/carers are asked to consent to photographs being taken and images used. Where consent is not given images are not taken or used by Academy staff.

Data Protection

The Information Commissioner's Office (ICO) maintains a public register which includes the name and address of 'data controllers' and details about the types of personal information they process. 'Notification' is the process by which each data controller's details are added to the register. All settings need to ensure they are registered with the Information Commissioner's Office every year. Failure to notify the ICO is a criminal offence. Notification is necessary if settings are processing personal information. This includes taking photographs of the children using a digital camera. Personal data (including images) held by settings must be included in the setting's notification. The Academy will apply legislation within GDPR to the sharing and distribution of images and will not share or distribute without the prior consent of parents/carers.

Parent Consent

As part of the induction pack, parents/carers will be asked to complete a consent form indicating their agreement or objection regarding the use of images of their child. A list of pupils for whom consent has been refused will be maintained by the Academy and every effort will be made by staff not to include these pupils in photographs or video footage. The list will be updated annually.

Academy Photography

Photographic and/or video images taken by staff may be used for curricular and/or extra curricular activities, displays, on the Academy Website, in the Academy prospectus or newsletter, as evidence of the pupil's development or as part of publicity in the media. Staff will ensure that:-

They are clear about the purpose of the activity and what will happen to the images when the activity is concluded.

They always use Academy equipment for taking images.

They never record images using their personal camera, mobile phone or video equipment or for their own personal use.

They will never photograph pupils in a state of undress, for example whilst changing for PE.

They will report any concerns about inappropriate or intrusive photography to the Designated Safeguarding Lead following the Academy's safeguarding procedures.

They have parental permission to take, store and/or display or publish the images.

Storage of Images

Images retained in the Academy will not be used other than for their original purpose, unless permission is obtained from the parent/carer.

Images should always be stored securely and password protected.

Images should be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken. Images taken for publicity and promotional purposes should be retained for a maximum of two years. Images contributing to the history of the Academy, its pupils, activities or the community, may be retained indefinitely.

Parental Photography

In many cases, images taken at the Academy form an important part of family albums.

Everything possible will be done to ensure that this tradition continues. Parents are welcome to take images of their own children at awards ceremonies and Academy events with the permission of the Principal. However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety. Parents/carers will ensure that:-

They will respect the Academy's decision to prohibit photography of certain pupils or a particular event.

Any images taken are for personal use only.

Images including children **other than their own, must not be sold or put on the internet;** if they are, Data Protection legislation may be contravened and they will be asked to remove them.

They will not use any images of pupils so as to cause offence or harm.

The Use of Cameras and Video recordings by pupils

From time to time, pupils may be given the opportunity to use Academy equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity. Pupils should not use personal equipment in the Academy for the purpose of taking photographs or video footage, unless being used as a learning resource in line with the Academy's Acceptable Use Policy (AUP). This includes the use of personal mobile phones. The only exception to this is when a teacher has given express permission for a photograph to be taken, perhaps to record a diagram on the board required for HW for example or on an Academy trip or visit or where pupils have been given express permission, for example following the Leaver's Assembly, where the pupils may be allowed to take photographs for their own personal use.

It should be made clear that these images should be taken responsibly and not used to upset any other pupil. If the Academy Principal/Assistant Principal has reason to believe that photographs of other pupils have been posted inappropriately, causing upset, without the permission of the individual concerned they reserve the right to request that the image is removed and to contact parents to ensure this is done.

The use of images to bully or intimidate, including publishing photographs or video footage without permission on the internet, will be dealt with in line with the Academy's Behaviour Policy and may be viewed as a criminal offence. All parent/carers are made aware of this and such an offence will lead to exclusion from school.

Display of Photographs

The Academy will display images of pupils in the Academy environment with the pupils' names attached for the purpose of celebrating success and achievement or assessment. However, the Academy will give consideration to displays when rooms are available for other purposes.

Publicity

Press

On occasions, the media are asked to cover Academy events or to highlight pupils' successes. This is an important part of celebrating achievement and informing the public of educational initiatives. The media operate under their own Code of Practice. The Academy photograph consent form, signed by parents/carers before pupils begin the Academy includes permission for this. Any pupil whose parents have withheld permission will not be photographed by the media. Parents can inform the Academy at any subsequent point if they wish to withdraw permission. However any images already taken, whilst permission was effective, cannot later be withdrawn.

Academy Publicity

Photographs of pupils' activities and achievements may be published in the Academy TREAT Newsletter or prospectus and posted on the Academy website. The Academy consent form includes the option of naming the pupil. Where photographic permission has been withheld, photographs will not be published. Parents can inform the Academy at any subsequent point if they wish to withdraw permission. However any images already taken, whilst permission was effective, cannot later be withdrawn.

This Code of Conduct specifies the manner in which the Rural Enterprise Academy will use and make available photographic images of pupils.

The Academy will:

1. Not use photographs in any form of internal or external publication where we do not have consent or there is written objection from a parent/guardian.
2. Not use photographs of pupils in P.E. clothes or swimwear other than for instructional purposes where images are needed to demonstrate the activity to pupils.
3. Not reveal within the image personal details, such as pupils' date of birth, home address or telephone number.
4. Always ensure that parental permission has been given via this standard form.
5. Not use images of children to illustrate child protection issues, fostering and adoption services or Youth Offending Services.