

Greenvale Primary School



IMAGE USE POLICY

Policy Date	Sept 2024
Signed by Head Teacher	Mrs A Allnutt
Review Date	Sept 2026

Monitoring and Linked Policies

- The Headteacher will monitor the application of this policy and take appropriate steps to ensure that it is operating effectively.
- This policy will be reviewed bi-annually to ensure its effective application.

Linked Policies

- Data Protection
- ICT & Acceptable Use
- Online Safety
- Parent and Visitor Code of Conduct
- Safeguarding and Child Protection

Introduction

Photographs and video for school and family use are a source of innocent pleasure and pride, which can enhance the self-esteem of children and young people and their families. Parents/carers are not required to comply with the General Data Protection Regulations (GDPR) when taking photographs for their own private use of their children at an organised event.

However, we must always be mindful of the need to safeguard the welfare of children in our school, and issues of child protection, data protection and parental consent will be given careful thought.

This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media.

Where another body provides services or activities separately, using the school premises, the Headteacher will ensure that the body concerned has appropriate policies and procedures in place in regard to safeguarding children.

1. Events - Use of Images

Parents and Carers

- The school will decide if the event is one at which photography and videoing will be permitted.
- When informing parents of the event, they will be informed of the school's decision and only photographs of your own children are to be taken for your personal use. **These MUST NOT be shared on any social media platforms if they contain other pupils.**

School Use

- Parents/carers sign a consent form upon admission to the school as to whether images are allowed to be used for the school or for the school and outside media. Parents/carers can opt out of this at any time upon written receipt of the request.
- If general photographs are to take place such as at a school fair, visitors will be warned in the invitation, so that general consent is implied by attendance.
- Only images of children suitably dressed will be allowed in order to reduce the risk of images being used inappropriately.
- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so.
- When photographs are destroyed, they are disposed of securely via confidential waste collected and those held on digital media will be cleared.

2. Children Who Should Not Be Identified

- Every effort will be made by the school to prevent capturing of images of any child whose parents/ carers have stated they do not wish for their child to be identified.
- No looked after children (L.A.C) are to be photographed.

3. Media Photography and Filming

- The media operate under their own Code of practice. Photographs taken by the media are usually exempt from the Data Protection Act.
- If the media are invited into school for publicity purposes parents/carers of those children likely to appear will be informed.

4. CCTV

- Our CCTV will be operated in accordance with the principles of General Date Protection Regulations (GDPR). Our CCTV policy can be obtained from the school office.

5. Guidance for Parents / Carers

- Written guidance will be given to parents/carers – see attached.
- Parents/carers will be prompted with a verbal announcement at the start of the event that any images must be taken for personal use only. They will be reminded that such images must not be sold or be put on the web/internet otherwise General Data Protection Regulations (GDPR) legislation is likely to be contravened.
- Mobile phones and camera equipment use is not permitted within the school grounds unless advised otherwise for a specific event.

Appendix 1



Greenvale Primary School

A guide for parents who wish to use photography and/or video a school event

This guidance provides simple guidance for the safe and appropriate use of mobile phones cameras and videos in school.

- The Headteacher will decide if photography and videoing of school performances and events is permitted.
- The Headteacher decides the conditions that will apply to the use of cameras and videos so that children are kept safe, this may include where to stand in order to minimise disruption to the activity.
- **If permitted**, Parents/carers can use photographs and videos taken at a school event for their **own personal use only**. Such photographs and videos cannot be sold and must not be put on social media or the internet if they contain any other child other than their own. To do so may break General Data Protection Regulations (GDPR) law.
- Recording or/photography other than for your own private use would require the consent of all the other parents whose children may be included in the images.
- If you are accompanied or represented by people that school staff do not recognise, they may ask who they are, particularly if they are using a camera, mobile phone, tablet or video recorder