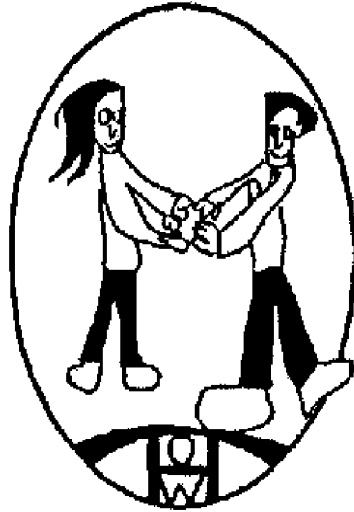


Howbridge Infant School



Safe Use of Children's Photographs

January 2025

Introduction

Howbridge Infant School welcomes positive publicity. Children's photographs add life and interest to materials and articles promoting school activities and initiatives. This can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

However, in order to respect young people's and parents' rights of privacy and because of potential child protection issues, photographs must be used in a responsible way. Howbridge Infant School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

Data Protection

Under the terms of the General Data Protection Regulations images of pupils (or staff) must not be displayed in a public place without consent. This includes publications such as the school prospectus, newsletter, or website.

General Rules

- Parental consent must be obtained.
- Images of children in suitable attire will be used – photographs of children engaged in PE present a greater risk of potential misuse. In these cases the content of the photograph should focus on the activity, not a particular child.
- We will ensure images are stored securely, especially when they are electronic, and will only be used by those authorised to do so. Images will be deleted once they are no longer required in line with the School's Retention Policy and Records Management.
- Ensure file names given to electronic images of pupils do not identify the child.

Newspapers

- As long as parental consent has been secured newspapers may publish photographs of pupils but must not publish names alongside them. They may however refer to group photographs collectively, i.e. Year 2 football team.
- Pupils must not be approached or photographed while at school or engaged in school activities outside school without the permission of a member of staff.

Websites

- The parental consent form will explicitly include publication on the school website.
- There is a separate parental consent form specifically for the school website.

Video and Filming

- We recognise that parents, carers and family members wish to record events such as school performances, sports days etc. to celebrate their child's achievements. However, it is important that such records remain private and for their own personal use. Upon a child's admission to the school parents will be asked to sign a photography consent form that acknowledges this. All parents are asked not to publish videos/photos of performances on social networking/media sites if they contain children other than their own child.

Outside Photographers

- External photographers will be given a clear brief about what is considered appropriate in terms of content and behaviour.
- They will wear identification at all times.
- They will not have unsupervised access to children.

Camera Phones

- Camera phones may be used at school events in accordance with the section on video and filming.
- It is not acceptable for staff to use their personal cameras/phones/video camcorders.

Parental Consent

- On admission of a pupil to the school parents/carers will be asked to sign a photography consent form which makes clear the school's policy, especially:
 - How and where photographs will be used
 - The period of consent
 - The storage and deletion of photographs
- Procedure for refusal or withdrawal of consent
 - When the parent has refused consent for use of photographs, this must be noted on SIMs
 - A note will be made of the refusal (and type of refusal – e.g. for use within school, on displays etc; use on school website or local media; use on social media) on a list that will be kept in a folder in the school office.
 - A list will be provided to each relevant class teacher of the pupils who must not be photographed
 - If a photographer attends school, the class teacher must refer to this list to ensure relevant pupils are not included in photos
 - When uploading photographs to the website by the school office they must carefully check the photos to ensure they do not include children on the list
 - If a photographer is to attend, the office may phone any parents of children on the refusal list to inform them of the visit and give them the option of including their child in the photo. If they would like their child included, this should be confirmed by email to the school prior to photographs being taken.
 - If a parent withdraws consent at any time
 - each list must be updated immediately, and old lists securely destroyed.
 - It should be explained that every effort will be made to delete the images already taken, but to note that where consent has been provided for the publication of the images, the school may not be able to locate and delete the image on request, although reasonable steps will be taken to do so. See the Privacy Notice for School Photographs for details

Complaints Procedures

Parents should follow the school's complaints procedures in the first instance. Subsequently, 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.

Other Policies

Please refer to the following policies for further guidance:

- Child Protection Policy
- Safeguarding Policy
- E-Safety Policy
- Data Protection and Freedom of Information Policies