



Thistly Meadow Primary School IMAGES OF CHILDREN AND YOUNG PEOPLE POLICY

Approved by Governors (date)

Signed on behalf of the Governing Body

Chair of Governors

THISTLY MEADOW PRIMARY SCHOOL
IMAGES OF CHILDREN AND YOUNG PEOPLE POLICY

Introduction

This policy details the rules governing photography and recording videos at Thistly Meadow Primary School, the distribution of photographs and videos, and their publication on the internet. It is based on guidance from the Leicestershire County Council Images of Children and Young People Code of Practice.

Information and Guidance

Taking photographs and video images of children's achievements and activities is an excellent way of capturing a memory and promoting successes. This policy document explains the school's requirement to obtain parental permission while taking such images, and the safeguards in place to ensure anonymity (wherever possible) in their usage.

The policy applies to staff, governors, parents/carers, visitors and wider family members, and is founded on four main principles:

- **Safety**

The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at school.

- **Privacy**

We believe that every child and parent/carer is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at school.

- **Projecting the Right Image**

Photographs taken at school should not cause embarrassment to the school, the children or the staff.

Sharing Children's Achievements

It is natural for every parent to want to share their children's activities and achievements at school with friends and family. This school encourages this as much as possible, while keeping this in balance with the above principles. Parents/carers are reminded at every school event about expectations regarding the use of photos: they are for personal use and not to be published on social media.

Consent

When a child joins the school, their parent/carer is asked for consent for the child to appear in photos used by the school either internally on display boards or externally in the local press, on the school's website and/or social media pages (Appendix A). The school encourages all parents/carers to provide consent, as it enables the school to include all the children in depictions of school life, however, we respect the parent/carer's right to refuse consent. Parents/carers may, in writing to the Head teacher, withdraw consent at any time, or grant consent if they had previously declined.

School Website and Social Media

Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

- It must not feature any child whose parent/carer has not given consent.
- It must not offer any means of identifying a child by name*.
- It must not in any way embarrass the school, children or staff involved.

Photos and videos intended for the school website should be taken either by a member of staff, or a person who has been granted permission by the Head teacher.

** If a child received an individual award (eg. a maths competition entered through school) and the school wish to share their achievement including a photo on the school website with the child's name, parental consent will be sought before naming the child.*

Any material published to the school's website must be assessed to ensure it meets the following safeguarding rules:

- It must not offer any means of identifying a child (be this visually, by name or audibly).
- It must not in any way embarrass the school, children or staff.

All material to be posted on the school's social media pages will be reviewed by the School Business Manager/Deputy Head teacher, who have access to and control of the account. Material to be posted on the school's website will be reviewed by the School Business Manager/Head teacher.

Photography at school events by parents/carers

Parents/carers are permitted to take photographs and record videos at school events, as long as they agree to the conditions described in this policy.

Examples of events are:

- Christmas/Nativity Plays
- Sports Day
- Summer Fair
- Class Assemblies
- Y6 Leavers' Assembly

At these events, photos may only be taken at the location of the event, most of which take place in the school hall. A reminder will be given at the start of each event reiterating the message that photos are not to be uploaded to any website/social networking sites or apps, and are for personal use only.

It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the Head teacher. Parents/carers cannot use cameras when helping on school trips to take pictures of children. Photos of staff should only be taken when they are in a picture with other children such as giving a speech, or, for example, conducting the choir. Permission is not granted to take pictures of staff in any other situation.

If a parent/carer does not want their child to be photographed, options will be discussed with the parents and they have the right to withdraw their child from an event. There may be occasions when the child will be accommodated elsewhere in the school. Options have to be manageable by the school, and could include for example, wearing a mask in a play if appropriate or having a role behind the scenes.

Parents/carers who do not wish their child to be photographed will complete the Parent/Carer consent form noting their preferences.

Outside Designated Events

It is not permitted to use a camera on school premises **at any time** outside the designated events above, except for events where parents/carers are responsible for the supervision of their child e.g. school fairs, or it has been explicitly authorised by the Head teacher.

Distribution and Publication of Photos and Videos

Photos taken at these events (of children and/or staff) are for the parents'/carers' personal use only. They **must not** be published on **any** internet website. This includes Facebook, Twitter, Instagram, YouTube, Tik Tok, Snapchat and all other social media sites. The reason for this restriction is that it is not possible for individual parents/carers to ensure that all three of the safeguarding rules described above are adhered to at the time of publication or

in the future. Parents/carers will be reminded of the expectations regarding the use of photography and filming at the start of any event in school.

Withdrawal of Permission

The expectation is that parents/carers will cooperate with this policy as it is not reasonable for the school to 'police' every event. However, if failure to adhere to these conditions is drawn to the school's notice it may, at the discretion of the Head teacher, lead to withdrawal of permission to use a camera at future events. The Head teacher may also refer the matter to the police.

External Photographers

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the Head teacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.

Rules for children

- Children must not take any photographs or video on the school site using personal cameras at any time unless explicitly authorised by the Head teacher.
- Children may take photos or video using school equipment under the supervision of staff or other authorised persons.
- Children must not upload any photographs taken within the school premises (school buildings, playground, field, etc.) on to the internet or any social media sites, e.g. Facebook, Twitter, Instagram, YouTube, Tik Tok, Snapchat etc.

Rules for Staff

- Staff may take photos and video anywhere within the school for the purposes indicated on the parental consent form using school iPads/tablets/cameras
- These may be published on the school website if they conform to the safeguarding rules described above
- Photographs must not be published on any other internet or non-school approved social media site.
- Photographs may be shared with other members of staff to support teaching work.
- Photographs must not be shared with friends and family.
- Staff will not use personal cameras (digital or otherwise) or any other device that can capture images, for taking and transferring images of children or staff without permission from the Head teacher and will not store images at home. See the school's Mobile Devices policy for further information

Members of staff who are also parents/carers of children at the school are permitted to take photographs at school events under the terms described in 'Photography at school events by parents/carers'

Scope

This policy does not apply to events such as the school fairs, which are classed as public events.

Note: For the purposes of this policy, 'camera' refers to any device that can take images (mobile telephone, iPad, tablet, DS, etc.) This policy should be read in conjunction with the following policies:

- Safeguarding policy
- Mobile Devices policy
- Parent Code of Conduct
- Code of Conduct for Employees
- Staff social media policy
- Data Protection
- Online Safety policy

Appendix A

Using images of children Consent form for use by Thistly Meadow Primary School

Dear Parent/Carer,

Name of Child :..... Class:.....

Occasionally, we may take photographs of children at our school. We may use these images in our school prospectus or in other printed publications that we produce, as well as on our website, our Facebook page or on project display boards at school. Photographs and video recordings are used in school on a regular basis to promote, evidence and assess learning.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To comply with the Data Protection Act 2018, we need your permission before we can photograph or make any recordings of your child for promotional purposes. Please answer questions 1 to 2 below, then sign and date the form where shown.

Please return this completed form to the school as soon as possible.

Please circle your answer.

1. **Internal publication** - May we use your child's photograph/video in the school and on project display boards? **Yes/No**

2. **External publication** - May we use your child's photograph/video on our website/Facebook page/local and national media/press*? This may include appearing in documents such as the school prospectus. **Yes/No**

*** Please note that printed media may also be reproduced on social media and internet pages**

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies. The conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Parent/Carer's Signature..... Date:

Name of Child (in block capitals):

Conditions of Use

1. This form is valid from the date you sign it. If you wish to change your child's consents you may do so at any time by contacting the school directly.
2. We will not use the personal details or full names (which means first **and** surname) of any child or adult in a photographic image or video, on our website, on our Facebook page, in our school prospectus or in any of our printed publications without good reason. For example, we may include the full name of a pupil in a newsletter to parents if the pupil has won an award or with a parent's express consent.
3. If we name a pupil in the text, we will not use a photograph of that child to accompany the article without good reason. (See point 2 above.)
4. We will not include personal email or postal addresses, or telephone numbers on video, on our website, in our school prospectus or in other printed publications.
5. We may include pictures of pupils and teachers that have been drawn by the pupils.
6. We may use group or class photographs or footage with very general labels, such as 'a science lesson' or 'making Christmas decorations'.
7. If you have not given consent for your child to appear in photographs we may blur their image in a group photograph that we publish.
8. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

Please note that the press are exempt from the Data Protection Act and may want to include the names and personal details of children and adults in the media.

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