



# ST LEONARD'S LOWER SCHOOL

## Policy & Guidance on Safe Use of Children's Photographs

### Introduction

St Leonard's Lower School, in common with others, needs and welcomes positive publicity. Children's photographs add colour, life and interest to materials and articles 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, 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.

St Leonard's Lower School is committed to safeguarding and promoting the welfare of children and young people and expects staff and volunteers to share in this commitment.

This policy seeks to achieve a practical balance to secure the above.

### 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 school prospectus, website or areas in the school where visitors have access.

### General rules on using photographs of individual children

Parental consent must be obtained

Images of children in suitable dress will be used - photos of children engaged in PE or swimming present a greater risk of potential misuse. In these cases the content of the photograph should focus on the activity, not a particular child; should avoid full face and body shots. For example, shots of children in a pool shoulder up would be appropriate

Where we have been informed that a child is subject to a court order then we will never use their image

We will ensure images are stored securely, especially where electronic, and used only by those authorised to do so

Ensure file names given to electronic images of pupils do not identify the child  
e.g.maryjones.jpg

### 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 e.g. Class 2 or St Leonard's Lower School Year 4 football team.

Pupils must not be approached or photographed whilst 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

Where possible the school will use technology to prevent the misuse or downloading of images placed on the school website e.g. water marking, browser restrictions

### **Electronic Devices**

The appropriateness of photographic images earlier outlined also applies to video/film images

We recognise that parents, carers and family members wish to record events such as school plays, sports days etc. to celebrate their child's achievements. However, it is important that such records remain private and for their own personal use.

Parents/ carers are reminded of this policy and safeguarding at every event.

Camera phones may be used at school events as outlined above. It is not acceptable for them to be used in any other circumstances

Ipads are used in school and at school events to take photographs. School cameras are offered to parents who accompany trips with a reminder not to use their personal phone.

### **Posting Photos and Videos on Social Media Sites**

While the use of social media networks can give the user a sense of personal privacy, it is important to remember that none of these sites can offer complete protection of private information.

The School therefore strongly urges parents to be duly cautious about the type of information that they post on these sites and are regularly reminded not to post an image of anyone else's child

Photos and video material of children should be avoided and personally identifiable pictures of children (either your own or those of friends) should not be posted without written permission from the child's parents.

The interactive and public nature of social media means that the School has no control over the content of such sites. The School therefore does not take responsibility for content posted by parents or any users who are not official representatives of the School.

### **Commercial & Outside Photographers**

Will be given a clear brief about what is considered appropriate in terms of content and behaviour

Wear identification at all times

Will not have unsupervised access to children or one to one photo sessions at events

Will not solicit photo sessions outside the event or at a pupil's home

## **Parental Consent**

Photograph policy

On admission of a pupil to the school, parents/carers are asked to sign a photography consent form.

Consent forms are reviewed at the beginning of each academic year.

## **Complaints Procedures**

Parents should follow the school's normal parental complaint procedures in most cases. 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.

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Next Review	3 years