

Ashmead Primary School policy on use of photographic and video images

Approved by Children, Families and Community Committee: March 2013

Last reviewed: December 2016

Next review date: November 2018

Aim

The aim of this policy is to ensure that the use of photographs and video at our school successfully celebrates children's learning while minimising the risk of such images being misused.

Parental permission

On starting school parents are asked to sign permission for photographs and videos of their children to be used throughout their time at Ashmead. Parents can withdraw this permission at any stage if they write to the school.

This permission will cover the use of photographs and videos in all circumstances where children are not specifically named. Some examples are:

- Celebration of learning on the school website or blog
- Photographs taken for internal school use, e.g. photos used for a project on portraiture or photos used as part of our management information system
- Videos of learning to be shown to children as part of self and peer assessment, e.g. drama, sport, etc.
- Use of the IRIS video system used to support teachers' professional development
- Photographs of children working for use in displays

Where photographs or videos are published on the school website or blog, children will not be named when images are used (except where it is just their work being shown) and separate permission will be asked if they will be named, e.g. in the case of a newspaper article about the school.

Parents will be given an annual opportunity to opt out of allowing their child to be photographed. Parents of children in Y6 will also be able to opt out from their children being featured on the blog if they return in the first term of Y7.

Storage of photographs

Every class has a class iPod, which can be used to photograph and subsequently blog children's work or activities in school. Photographs or videos taken on staff mobile phones should be deleted within 24 hours. If permission is withdrawn for a photograph or video it must be returned/shredded/deleted as appropriate as soon as is practicable.

Official School Photographs

An official photographer is usually invited into school annually to take portraits/photographs of individual children and/or class groups. The school will assess the risks of this activity and establish procedures to ensure that the levels of supervision are appropriate to safeguard the welfare of children at all times when visitors are present on the school site.

Webcams

If a webcam were to be used the area in which it is being used must be well signposted and people must know that the webcam is there before they enter the area, in order to consent to being viewed in this way. Children should be consulted and adults would need to consent as well as the parents of all the affected children. In gaining consent the school must tell the person why the webcam is there, what the images will be used for, who might want to look at the pictures and what security measures are in place to protect access, e.g. password-only access and/or time-limited access.

Some examples of where a webcam might be used are:

- Sharing of an open morning or afternoon online.
- As a way of parents being able to see the day-to-day experience of their child at school
- Online observation of events over time (e.g. hatching chicks, building work)
- Online sharing of an event, e.g. class assemblies, concerts, special visitors

The use of webcams for communicating with others online, e.g. with a school overseas, via a service such as Skype, should only be undertaken by children under strict adult supervision.

Use of video for professional development

Teachers frequently use the "IRIS" video system to record part or all of a lesson to view in order to reflect on the learning either on their own or with a colleague. This data is securely kept online. Teachers also use school iPod touches for this purpose and this data always stays on school premises. Families are made aware of this through our home-school agreement.

Parental right to take photographs

Parents are not covered by the Data Protection Act 1998 if they are taking photographs or making a video recording for **their own private use**. The Act does not, therefore, stop parents from taking photographs or making video recordings at school events, such as nativity plays. The school will make this position clear to parents. Parents will be reminded that photos taken at school events, e.g. productions and school fairs, should not be shared on social media.

Non-Ashmead children at Ashmead

At events where non-Ashmead children might be present (and therefore not covered by the parental agreement to be photographed) there will be signs around the school stating that photographs might be taken and that the relevant adult should speak to a member of staff if they do not want their child to be photographed. Year 7 children who might return to school in the Autumn term of their Y7 year and be photographed for the blog will be covered under the 'opt out' option as outlined above.

Images taken by children

Children taking photographs or recording videos using school equipment will be closely supervised by a teacher or a support staff member. It will be explained clearly to children what would be appropriate or inappropriate photographs or videos.