

HOLYMEAD PRIMARY SCHOOL
PHOTOGRAPHIC IMAGES POLICY

June 2021

Rationale

Holymead Primary School uses photography to promote children's learning and needs and welcomes publicity.

Photographs of children attending our school add interest to articles promoting our many activities and are an integral part of our assessment and observation procedures.

Making use of photography for publicity materials promotes our school in the press, on the website and in educational documentation and journals.

The use of photography enables our school to benefit by increasing children's motivation, and helps parents/carers/guardians and the local community identify and celebrate our many achievements.

We have agreed a policy to ensure that there is recognition of the many benefits which are gained by the use of photography for Holymead Primary School and have balanced this view with a risk against promotion.

Risks can be minimised by following guidelines detailed below.

Aims

- Photography will be used in a responsible way.
- Photographic practices will be carried out which are compliant with GDPR and Child Protection procedures.
- Parents/carers/guardians will be consulted for approval of photographic practices. Consent forms must be signed when children start school.
- Only school authorised equipment can be used for photographic practices unless otherwise agreed in advance with the Head.

Child Protection

There may be a risk when individual children can be identified in photographs and when their names are known which appear alongside photographs.

It is known that the content and image of a photograph can be used or adapted for inappropriate purposes.

In the event of an inappropriate use of children's photographs the Headteacher will follow Child Protection protocol agreed by Bristol City Council.

General Data Protection Regulations (GDPR)

Photographs and video images of children and staff are classed as personal data under the terms of GDPR.

Using images for school publicity purposes requires consent.

Holymead Primary School will not display images of children or staff around the school, on websites, in class DVD's and publications without consent. Holymead Primary School will try to work sensitively to ensure that photographs of children are also not taken in a public place without consent. *There is recognition that photographs taken at an event attended by large crowds is regarded as a public area and it may not always be possible to get permission from everyone within a shot.*

Consent Procedures

Parents/carers/guardians will be asked to sign consent forms giving their permission for children to be photographed whilst attending Holymead Primary School. This will include giving consent for any photographs to be used either in the school, or externally in the public domain.

Use and storage of Images

Staff and Governors at Holymead Primary School will:

- Only use school authorised equipment to take images unless otherwise agreed with the Head eg staff on camp taking photographs to be uploaded to the school website.
- Ensure that images are stored securely and used only by people authorised to have access.
- Delete photographs which become out of date or become unwanted
- Never photograph children who are in unsuitable dress/undressed.
- Ask students on placement to co-operate with the school staff and take photographs on school equipment.
- Request visitors to co-operate with school staff and take photographs on school equipment.

School Website

A school website cannot represent the energy and vitality of a school without graphically representing its children's activities.

Great care will be taken to ensure that photography used for publicity purposes does not feature images which may be at risk for inappropriate use.

Special care is taken to assure the safety and anonymity of children whose images appear on Holymead Primary School website. This is done in the following manner:

- Only first names are used for the identification of work or other artefacts. Care will be taken to avoid using unusual first names that may be easily traceable.
- Full names are never associated with images of children.
- No address, telephone number, email address, friend or family name associated with any child is included.
- No information is given to associate the physical location of any child at any given date/time other than that associated with attending school. This may mean some information associated with school trips, etc., will only be available on the hard-copy of newsletters.

Address, telephone number or email address of any adult associated with the school is only published with that adult's express permission. Contact should normally only take place through the school office or email addresses.

Parent/ carer/guardian consent forms will be checked before children's images are placed on the school website.

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commissions Code of Practice provides guidance outlining responsible photographic practices.

No child should be photographed who is aged less than 16 years without parental consent. Pupils must not be approached or photographed while at school without the permission of the school authorities.

From time to time Holymead Primary School will contact the press to feature special achievement projects and successes.

Names of children to accompany photographs published in newspapers and magazines will appear only where parents/carers/guardians have consented.

Mobile Phones

See acceptable mobile phone policy

Commercial Film Makers/Commercial Photographers

When a commercial photographer is used we will:

- Provide a clear brief of the intention
- Issue identification
- Inform parents /carers/guardians
- Obtain consent
- Not allow unauthorised access to children

Monitoring and Review

The implementation of this policy will be reviewed bi-annually.

This policy was agreed by governors

K Slatcher 21.6.21