



PHOTOGRAPH POLICY

Introduction

Ravenscroft Primary School believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.

Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer.

In seeking consent we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures.

Child protection

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's Head Teacher, the LA, Social Services and/or the police as appropriate.

Individual pupils will not be named in conjunction with their image on the school's website and we will never use an image of a child who we have been informed is subject to a relevant court order or living in a refuge.

Webcams

When webcams are being used the area will be signposted so that people know the webcam is there before they enter that area.

External photographers and events

If the school invites or permits an external photographer to take photographs within school, we will:

- Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
- Issue the photographer with identification which must be worn at all times
- Not allow unsupervised access to children or one-to-one photo sessions at events.

The same conditions will apply to filming or video-recording of events.

Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. If the media are invited into school, parents/carers of those children likely to appear will be informed.

When photographic images are transmitted or shared beyond the establishment e.g. television broadcasts, or film making, parents/carers of those children likely to appear will be informed.

Occasionally an external agency or host venue may wish to take photographs or videos of school pupils and staff for their own publicity purposes. Parents of those pupils will be informed and asked to let the school know if there are any objections. If the school has not been given prior notice then permission to photograph or film will be refused by the school.

Guidance for staff

School staff will not use personal digital cameras or camera phones for taking or transferring images of pupils or staff in school. On Educational Visits the permission of the Head or Deputy head Teacher must be obtained. Any images taken should be transferred to the school's computer system before the end of the school day and then deleted from personal equipment.

Guidance for parents

Written guidance is given to parents/carers to the effect that any images must be taken for personal use only and images including others must not be put on the web/internet. If they are Data Protection legislation may be contravened.

Parents/carers will be prompted with a verbal announcement at the start of events that any images must be taken for personal use only. They will be reminded that such images must not be sold or be put on the web/internet otherwise Data Protection legislation is likely to be contravened.

People with no connection to our school will not be allowed to photograph – staff will question anyone they do not recognise who is using a camera and or video recorder at events and productions.

This policy was agreed:	December 2016
Policy to be reviewed by:	February 2018

The following documents have been taken into account in the production of this policy:

- Taking Photographs in Schools ICO (Information Commissioners Office) 2010
- Use of digital and video images LGfL