



STEP Academy Trust

Policy for the Use of Images of Children

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Introduction

Photographs and video for school and family use are a source of innocent pleasure and pride, which can enhance the self-esteem of children and young people and their families. Parents/carers are not required to comply with the Data Protection Act 1998 when taking photographs for their own private use of their children at an organised event. Parents/ carers should not be stopped taking photographs for their own private use because of concerns of contravening the Data Protection Act.

However, we must always be mindful of the need to safeguard the welfare of children in our STEP Academies, and issues of child protection, data protection and parental/carer consent will be given careful thought. Images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the Internet.

This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media. Where another body provides services or activities separately, using the Academy premises, the Strategic Governing Body will ensure that the body concerned has appropriate policies and procedures in place in regard to safeguarding children. Before any form of media is used it should be checked against the consent list.

This policy is to be read in conjunction with the following policies:

- *Child Protection;*
- *Safeguarding;*
- *Intimate Care;*
- *Positive Handling;*
- *Radicalisation and Extremism;*
- *Anti-Bullying;*
- *RRS;*
- *Behaviour and Exclusion;*
- *Health and Safety;*
- *Anti-Harassment & Discrimination;*
- *Code of Conduct setting out standards and acceptable behaviour for staff;*
- *E-Safety and ICT acceptable use;*
- *Managing allegations of abuse against staff;*
- *Equalities;*
- *Admission;*
- *Whistleblowing.*

Consent forms

- All parents/carers of pupils in the school will be asked to sign a consent form to gain permission to publish photographs in public places (including websites).
- If parents/carers disagree over consent for their child, it will be treated as if consent has not

been given.

- Adults (paid and volunteer), will be asked for their consent when included an image which is being considered for publication.
- Consent will be recorded on the Academies MIS Systems and stored securely.

Use of images

Parents and carers

- The Academy will decide if the event is one at which photography and videoing will be permitted.
- When informing parents/carers of the event, they will be informed of the Academy's decision.
- If general shots are to take place such as at a school fete, visitors will be warned in the invitation, so that general consent is implied by attendance.
- Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE (sports day) and swimming.
- Those parents/carers in the school to help with assisting children to dress or change will not be allowed to take photos or videos during this time.

Academy

- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so.
- When photos are destroyed, if there are negatives they will be destroyed as well. Where the image is kept electronically e.g. CD, the disk will be made unusable.
- We will not use the personal details or full names of any child or adult in a photographic image, video, website, academy prospectus, digital display or in any other printed publications.
- We may use group or class photographs or footage with very general labels, such as a "science lesson".
- We may include pictures of pupils and teachers that have been drawn by the pupils.
- Photography and video filming will be limited to designated areas.
- Use of cameras and other equipment will be monitored.
- Staff are not allowed to take photographs or videos on their personal equipment.

Images of School Publications

- The academy will only take and use images that are appropriate and are considered not to be open to misuse.
- If an image of a child is used the child's name **will not** be published. If a name is published **no image will be used** without specific consent.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children and parents/carers should be encouraged to recognise the value of group photographs or recordings of academy events.
- Images will be kept securely and held by the academy.
- Parents/carers must notify us in writing if they want the image(s) removed.
- We may continue to use images after the child has left any of our STEP academies as they are seen as ambassadors of the school.
- Images of children from the academy will not be used to illustrate controversial subjects.

Images for the Academy Website, Twitter and Official Facebook Page

Our academy websites are part of the internet and are more easily accessible than paper based academy publications. The academy will make sure that only appropriate images are used. Image filenames will avoid using children's names. No images of children who can be identified, nor names of children, will be used in any of the school's Twitter accounts. This also applies to all official Facebook pages (if academies have one), unless prior agreement has been received by the parents/carers or legal guardians.

Images Taken by Parents/Carers, Legal Guardians or Family Members

Parents, carers, legal guardians, family members and friends can take images of their child and friends participating in academy activities for family and personal use only. Images of children other than their own must not be used on any Social Media sites.

Children who should not be identified

- Every effort will be made by the Academy to prevent capturing the image of any child who should not be identified.

Media photographing and filming

- The media operate under their own code of practice. Photographs taken by the media are usually exempt from the Data Protection Act.
- If the media are invited into the Academy for publicity purposes parents/carers of those children likely to appear will be informed.

Video conferencing

- Where parents/carers have asked that their children's images should not be included in video conference every effort will be made to avoid this.

Mobile phones (MMS Multi-media messaging service, video phones)

- These phones can take and transmit images and the same rules apply as for other photography, the user needs to recognise that any pictures taken are for personal use only.

CCTV (where installed)

- Our CCTV will be operated in accordance with the principles of data protection.

Guidance for parents/carers

- Written guidance will be given to parents/carers to the effect that any images must be taken for personal use only and specify that images including others must not be put on the web/internet, and that if they are Data Protection legislation may be contravened.
- A copy of the 'Use your camera and video courteously' code' will be given to all parents/carers. See Appendix 1
- Parents/carers will be prompted with a verbal announcement at the start of the event 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 the Academy 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.

Appendix 1

'Use your camera and video courteously' code

A guide for parents/carers who wish to use photography and/or video an Academy event

Generally photographs and videos for Academy and family use are a source of innocent pleasure and pride, which can make children, young people and their families feel good about themselves. By following some simple guidelines we can proceed safely and with regard to the law.

- Remember that parents/carers and others, attend Academy events at the invitation of the Headteacher and governors;
- The Headteacher and governors have the responsibility to decide if photography and videoing of Academy performances is permitted;
- The Headteacher and governors have the responsibility to decide the conditions that will apply so that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at an Academy event for their own personal use only. Such photos and videos must not be sold and must not be put on the web/internet e.g. Facebook, Twitter or other social networking sites. To do so would likely break Data Protection legislation.
- Recording or/photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events.
- If you are accompanied or represented by people that Academy staff do not recognise they may need to check who they are, if they are using a camera or video recorder.
- Remember that for images taken on mobile phones the same rules apply as for other photography, you should recognise that any pictures taken are for personal use only.

Appendix 1

Consent form for use of images of children

For use by STEP Academy Trust Academies

_____ Academy

Occasionally, we may take photographs, or make video or web cam recordings, of the pupils at our Academy. We may use these images on displays around the Academy, in our prospectus, or in other printed publications that we produce, as well as on our website.

The STEP Academy Trust may also use our photographs of pupils to illustrate work in STEP Academies, in trust publications and publicity material.

Sometimes the media (papers, radio or television) may visit our Academy and interview and/or take photographs, videos, or sound recordings of our children. These images may then be published in the local or national press.

Please answer questions 1 to 5 below, then sign and date the form where shown, and return the completed form to the school as soon as possible.

Please circle

1. Are you happy for your child to be photographed when taking part in school events? This may include by other parents for their own private use. **Yes / No**
2. Are you happy for your child to appear in the media? **Yes / No**
3. Recorded on video? **Yes / No**
4. In publications or publicity produced by STEP Academy Trust? **Yes / No**
5. On the Academy website and STEP Academy Trust website? **Yes / No**

Please note that websites can be seen throughout the world, and not just in the United Kingdom, where UK law applies. Please also note that 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's or

guardian's signature:

Name (in block capitals):

Name of the child:

Date:

Appendix 1

Conditions of use

1. This form is valid for the period of time your child attends this Academy plus one year after they leave. The consent will automatically expire after this time.
2. We will not re-use any photographs or recordings for more than one year after your child leaves this school except in Academy publications such as the prospectus.
3. We will not use the personal details or full names (which means first name **and** surname) of any child or adult in a photograph on our website, in our Academy prospectus or in any of our other printed publications.
4. We will not include personal e-mail or postal addresses, or telephone or fax numbers on our website, in our Academy prospectus or in other printed publications
5. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption.
6. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by the pupils.
8. We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.
9. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.
10. We will remind you of this annually and give you opportunity to reconsider you consent.