



Thameside Primary School: Image Use Policy

Approved by Governors: March 2024

Review date: March 2025



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Policy reviewed by:	James Lyne
Key Changes:	1.4 point 4 changed from 'for remote learning due to COVID' to 'for remote learning due to school closure'

Thameside Primary School is a Rights Respecting School and its policies will respect the UN Convention on the rights of the child. The library policy links to:

Article 13: Every child must be free to say what they think and to seek and receive information of any kind as long as it is within the law.

Article 28: All children have the right to a primary education.

Article 29: Education must develop every child's personality, talents and abilities to the full. It must encourage the child's respect for human rights, as well as respect for human rights, as well as respect for human rights, as well as respect for their parents, their own and other cultures, and the environment.

1. Official use of images/videos of children by the school

1.1 Scope and aims of policy



- This policy seeks to ensure that images and videos taken within and by Thameside Primary School are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- This policy must be read in conjunction with other relevant school policies including (but not limited to) safeguarding and child protection, Acceptable Use agreements, online safety and confidentiality.
- This policy applies to all images (including still and video content) taken by the school.
- All images taken by the school will be used in a manner respectful of the eight Data Protection Principles (Data Protection Act 2018). This means that images will be:
 - fairly and lawful processed
 - processed for limited, specifically stated purposes only
 - used in a way that is adequate, relevant and not excessive
 - accurate and up to date
 - kept on file for no longer than is necessary
 - processed in line with an individual's legal rights
 - kept securely
 - adequately protected if transferred to other countries
- The Designated Safeguard Leads (DSL), Computing Leader and Senior Leadership team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of the School Image Use Policy.

1.2 Parental Consent



- Written permission from parents or carers will be obtained **on admission to Thameside Primary School** before images/videos of children are taken, used or published by the school (please see appendix A for this form).
- Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from the parents will be kept by the setting where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.
- A record of all consent details will be kept securely on file. If permission is withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

1.3 Safety of Images and Videos

- All images taken and processed by or on behalf of the school will be taken and stored using school provided equipment and devices.
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Images will not be kept for longer than is to be considered necessary.
- Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably encrypted.
- The DSL reserve the right to view any images taken and/or to withdraw or modify a member of staff's authorisation to take or make images at any time.
- Only official school owned equipment (e.g. work provided digital or video cameras or iPads) will be used by staff to capture images of children for official purposes. Use of personal cameras by staff is prohibited at all times.
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use.
- The school will ensure that images always are held in accordance with the Data Protection Act 2018 and suitable child protection requirements (if necessary) are in place.



- Photographs will be disposed of if they are no longer required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the DSL and the parent/carer.

1.4 Publication and sharing of images and videos

- Images or videos that include children will be selected carefully for use e.g. only using images of children who are suitably dressed.
- Children's full names will not be used on the website or other publication (e.g. newspapers, social media channels) in association with photographs or videos.
- The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website or in printed publications.
- If there is the need to record live lessons for remote learning due to school closure, sessions will be recorded, and these videos will automatically post onto the class's home section of Microsoft Teams for children to access at a later date.

1.5 Use of apps/systems to share images with parents

- Foundation Stage uses the Tapestry application and Rainbow Room uses the See-Saw application to upload and share images of children with parents
- The use of the system has been appropriately risk assessed and the headteacher has taken steps to ensure all data stored is held in accordance with the Data Protection Act 2018.
- Images uploaded to Tapestry or See-Saw will only be taken on school devices.
- All users of Tapestry and See-Saw are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems out of use, etc.
- Parents/carers will be informed of the school's expectations regarding safe and appropriate use (e.g. not sharing passwords or copying and sharing images) prior to being given access.

1.6 Safe practice when taking images and videos



- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why they are being recorded or photographed
- A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas, etc.

2. Use of Images/Videos of Children by Others

2.1 Use of Photos/Videos by Parents/Carers

- A poster (appendix D) will be displayed in the school hall so that parents/carers are reminded of their responsibility to keep children safe through appropriate image use when watching class assemblies, for example.
- Parents/carers are permitted to take photographs or video footage of events for private use but these images are not distributed or put online without consent of the other child(ren)'s parents or carers.
- Parents/carers who are using photographic equipment must be mindful of others (including health and safety concerns) when making and taking images.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.
- Parents/carers are only permitted to take or make recording within designated areas of the school. Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas, etc.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the school DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents should not be shared elsewhere (e.g. posted on social media sites), to do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.



2.2 Use of Photos/Videos by Children

- The school will discuss and agree age-appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera (e.g. unsupervised areas, toilets etc.) when required in lessons. Please see separate policy 'Acceptable use policy for Pupils and Parents' for more information on this.
- The use of personal devices e.g. mobile phones, is covered within the school online safety policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 2018.
- Photos taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the school.

2.3 Use of Images of Children by the Media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met.
- A written agreement will be sought between parents and carers and the school which will request that a pre-agreed and accepted amount of personal information (e.g. first names only) will be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted when the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

2.4 Use of Professional Photographers



- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's online safety policy.
- Photographers will not have unsupervised access to children and young people.



Appendix A

Dear Parents/Carers

This letter explains why we will need to ask for your consent before we are able to take photographs of your child during their time at Thameside Primary School.

Generally photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- Documenting and recording educational activities
- Recording their learning and development progress
- Recording and celebrating special events and achievements

We will also encourage children to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other.

We do however recognise that with the increased use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We have a specific policy regarding the use of images and also include the safe use of mobile phones and personal devices as part of our online safety policy, which you are welcome to view or take a copy of at any time.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at school.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely,

Sl Greenaway

Headteacher



Parental Consent Form for Images

- This form is valid for the period of time your child attends Thameside Primary School. The consent will automatically expire after this time. We will not re-use any photographs or recordings after your child leaves the school without additional consent.
- We will not use the personal information or full names (which means first name and surname) of any child or adult in a photographic image or video on our website, online or in any of our printed publications.
- If we use photographs of individual children, then we will not use the full name of that child in the accompanying text or photo caption. If we name a child in any text then we will not use a photograph of that child to accompany the article.
- We may include pictures of children and staff that have been drawn by the children. We may use group photographs or footage with general labels. We will only use images of children who are suitably dressed.
- We will discuss the use of images with children in an age appropriate way and to role model positive behaviour.
- This consent can be withdrawn by parent/carer at any time by informing Thameside Primary School in writing.

	Please Circle as Appropriate
May we use your child's photograph/image in displays around the school?	Yes / No
May we record your child's image or use videos for assessments, monitoring or other educational uses within the school? These images or recordings will be use internally only.	Yes / No
May we use your child's photograph/image in our printed publications that we produce for educational purposes?	Yes / No
May we use your child's image on our website or other electronic communications e.g. the school's official Twitter feed/Facebook page?	Yes / No
Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the school?	Yes / No
Are you happy for the school to print images of your child electronically, e.g. in the school newsletter?	Yes / No

- I have read and understood the conditions of use and I am also aware of the following:
 - Websites can be viewed worldwide and not just in the United Kingdom where UK law applies.
 - The press are exempt from the Data Protection Act and may want to include the names and personal details of children and adults in the media
- I/we will discuss the use of images with our child/ren to obtain their views, if appropriate/
- As the child's parents/guardians, we/I agree that if we/I take photographs of video recordings of our child/ren which include other children, then we will only use these for our personal use and not share them on social media.

Name of Child: _____

Name of Parent/Carer: _____

Parent/Carer's Signature: _____

Date: _____



Appendix B

Consent form for using Photographs of Staff

The school would like to use your photograph for staff recognition purposes. These images will appear on our website and social media accounts. To comply with the Data Protection Act 1998, we need your permission to use photographs of you. Please answer the question below, then sign and date the form where shown. We will not use the images taken, or any other information you provide, for any other purpose.

Please return the completed form, even if you have chosen not to give your consent to Mrs S Greenaway.

	Please circle your answer
May we use your image on our website/social media accounts?	Yes / No
<i>Please confirm that you have read and understand the conditions for use, and the notes relating to the eight principles of the Data Protection Act.</i>	
- I have read and understand the conditions of use.	
- I understand that if my picture and details are placed on the website/social media that potentially this will be accessible by anyone in the world with internet access.	

Name: _____

Signature: _____

Date: _____

Conditions of use

1. This form is valid for the period of time you are employed at Thameside Primary School. Your consent will automatically not apply to any other usage of the photographs.
2. Images must only be used in circumstances where consent has been given. Signed consent must be given for images to appear on the website/social media (which is viewable to potentially anyone), or they cannot be published in this way.
3. Under the 1998 Data Protection Act, your rights include:
 - a. Your consent (to the publication of your photo) can be withdrawn at any time (principle 1 of the Act)
 - b. Your photo will not be used for any other purpose without your further consent (principle 2 of the Act)
 - c. Your personal data will be accurately maintained and kept up to date (principle 4 of the Act)
 - d. Publication of your photograph will cease and all electronic copies will be deleted when you leave the school (principle 5 of the Act)



Appendix C

Guide to the Use of Images Online

Using Images Safely and Responsibly

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social networks, such as Facebook, YouTube and many other websites. This means that we can easily share our photos and videos with family and friends.

Whilst this can be very useful to all of us, we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

What should we all think about before posing any images or videos online and are there any risks?

- Once posted and shared online, any image or video can be copied and will stay online forever.
- Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
- Therefore in order to keep all members of the community safe we must all **'Think Before We Post'** online.

At Thameside Primary School we are happy for parents and carers to take photos and videos of events for personal use but request that these images are not distributed or put online without consent of the other child(ren)'s parents or carers. This is to protect all members of the community.

We thank you for your support.

Further Information on the Use of Images and Video:

- Information Commissioner's Office: <https://ico.org.uk/for-the-public/schools/photos/>
- Think U Know: <https://www.thinkuknow.co.uk/parents>
- Get Safe Online: <https://www.getsafeonline.org/>

Appendix D

Event Poster for Parents/Carers Use of Images



Respect and Care for the Whole Community when taking Photos and Videos

We are happy for parents and carers to take photos and videos of their child for personal use but we request that these images are not distributed or shared online if they contain images of other children, adults or staff without consent. Sharing images of others online may put our community at risk.

Thank you for your support

Mrs Greenaway