



<b>Policy Title</b>	<b>PHOTOGRAPHIC IMAGES POLICY</b>
Committee responsible	Ethos
Last reviewed	October 2016
Next review due	October 2017
Who is governed by this policy	All staff and parents of the school
Available on website	<b>NO</b>

Signed .....  
 (Chair of Governors)

Signed .....  
 (Headteacher)

Date .....

# PHOTOGRAPHIC IMAGES POLICY

## 1. Introduction

- 1.1 At Warnham School we have a sensible and balanced approach to photographing and videoing children at school, on trips organised by the school, or when attending sports fixtures or other events. Taking pictures and video images of children's achievements and activities is a wonderful way of capturing a memory and promoting successes.
- 1.2 However, photographs must be used in a responsible way. Schools need to respect the privacy of children and parents and be aware of child protection issues. This document applies to the use of film based images, videos and photographs wherever they are used in school publicity materials, on its website and in the media.
- 1.3 At Warnham School every reasonable effort will be made to minimise the risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs.
- 1.4 The implementation of this policy is the responsibility of all staff and governors. Parents and visitors will be made aware of the policy.

## 2. Child Protection

- 2.1 There may be a risk when individual pupils can be identified in photographs. For that reason the governing body of Warnham School have developed this policy to minimise the risk.
- 2.2 In the event of the inappropriate use of children's photographs the Headteacher will inform the local Child Protection Officer and Social Services and / or the Police.

## 3. Data Protection Act

- 3.1 Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or, in the case of children, their legal guardians.
- 3.2 There is no breach of the Data Protection Act in passing on a child's name to a journalist as long as parental consent has been secured. Warnham School will provide names of children to accompany photographs published in the press only where the parent or guardian have provided their consent.

## 4. Filming Events

- 4.1 It is usual for parents to take photographs and videos of children at school events, for example at sports day. Any objections to this should be addressed to the Headteacher.
- 4.2 On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

- 4.3 Where a commercial photographer is used, the school will follow the NSPCC guidelines, which are as follows:
- Schools should provide a clear brief about what is considered appropriate in terms of content and behaviour.
  - Schools should issue the photographer with identification which must be worn at all times.
  - Schools should let parents and children know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs.
  - Schools should not allow unsupervised access to children or one-to-one photo sessions at home.
  - Schools should not approve / allow photo sessions outside the event or at a child's home.
- 4.4 If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Headteacher who would report them in the same manner as any other child protection concern.
- 4.5 If schools or parents have any concerns regarding the use of filmed images by television companies they should contact the Office of Communication (Ofcom). Any objections to this policy should be addressed to the Headteacher.

## **5. Camera Phones in Schools**

- 5.1 Concerns have been expressed about the risks posed directly and indirectly to children through the use of camera phones on school premises. In order to minimise the risk at Warnham School:
- Staff will only use mobile phones in office areas, the staff room or areas away from children while school is in session.
  - Visitors will be advised of the ban on the use of camera phones in school.
  - Children are not permitted to bring mobile phones to school with them.

## **6. Parental Consent**

- 6.1 The staff of Warnham School will seek the consent of parents / guardians regarding the use of photographs of children. The consent will include agreement on:
- how and where the photographs will be used; and
  - the period of consent.
- 6.2 As a school we obtain parental permission when taking such images and ensure anonymity (wherever possible) in their usage. We also ask parents, pupils and staff to sign up to an assurance that they will not publish any images that may include Warnham School children on social media sites or in any other public access domain.
- 6.3 Warnham School have separate Acceptable Use policies for staff, pupils and governors which they are asked to sign every year.

## **7. Monitoring**

- 7.1 This policy will be regularly reviewed by staff and the governing body.