



Policy Title	PHOTOGRAPHIC IMAGES POLICY
Committee responsible	Ethos & Curriculum committee
Last reviewed	November 2023
Next review due	November 2026
Who is governed by this policy	All staff and parents at the school
Available on website	YES

PHOTOGRAPHIC IMAGES POLICY

1. Introduction

- 1.1 At Warnham CE Primary 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 CEP 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 CEP 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 2018. 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 CEP 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. These must not be shared on social media unless the parent has the permission of all the other parents. 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 CEP School:
- Staff will only use mobile phones in public areas and teachers will delete any images used for Twitter immediately. There is no need for anyone other than teachers / HLTAs to upload images to Twitter.
 - Visitors will be advised of the ban on the use of camera phones in school.
 - Children are not permitted to access mobile phones / smart watches during school hours and any phones brought to school by pupils must be kept in the office or with the class teacher.

6. Parental Consent

- 6.1 The staff of Warnham CEP 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 CEP 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.