



# Taking and using videos and photographs at Kirk Smeaton C of E School

Policy reviewed October 2015 (with parents)

Review October 2017

**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. However, the school and Governing Body have a duty to safeguard the welfare of children in our school, and we must give careful thought to issues of child protection, data protection and parental consent. In our society today we post photographs quite innocently on social networking sites, however, we need to be mindful of the wider consequences of this.

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 for pupils separately (for example, after school clubs), using the school premises, school or the Governing Body will require the organisation concerned to have appropriate policies and procedures in place in regard to safeguarding children but neither school nor the Governing Body is responsible for any safeguarding failure of such organisation

**What school will do:** School may take photographs or videos of children at school and children may at some point be involved in projects that may include video conference or internet communication such as Skype, for example, interschool communication. Unless a parent or carer has signed the consent form for use of images of children at the end of this policy, these images will not be **published** by school and school will not give consent to others to **publish** them.

*(Publish means to display on the school website or the North Yorkshire County Council (NYCC) website, include in the school prospectus and other publications produced by school, include in NYCC publications and publicity material or include in the village magazine, local newspapers or other press.)*

**In addition, school may do the following:**

**Whole class photos:** The school invites a professional company to capture a whole class photo with all pupils, unless an Exception (see below) applies to a child. These photos will be ordered through the school/company. Parents have the opportunity to purchase these, copyright usually belongs to the professional company and therefore these photos will not be shared on the school website.

**Whole school video:** On occasion the school may put together a video or collection of images for a school event e.g. Nativity, Graduations. In such an event this will contain images of all children except those to whom an **Exception** applies. A video would be put onto a CD and these would be available for parents to purchase through school.

If a photograph or video taken by the school is likely to be used during the child's time with us, it will be stored securely and only accessed by those people authorised to do so within the school.

**School events:** During events organised by school, school staff may take photos and videos. Only photos of children whose parents or carers agree to the photo consent will be displayed on the school website. At the end of events on school premises (indoor or outdoor), whenever possible, school will provide an opportunity for parents and carers to take a picture of their child/children only. The picture will be taken against a wall, to ensure that **no** other child is included.

**Learning journals:** School may use learning journals for pupils (for example, to reflect Early Years assessment) which may be shared with the parents/carers of that pupil via an online method. If we have parental/carers consent, these journals may include photographs of your child at play with other children, for example in a group of children wearing costumes pretending to be *Goldilocks and the Three Bears* in the home corner may be included in the learning journal of each child in that group.

**Exceptions:** The school have a duty to protect the identity of Looked After and witness protected children. Every effort will be made by the school to prevent capturing or sharing of the image of any child who should not be identified legally. This may mean restricting photography at some events, but where possible provision will be made for organised photographs to be taken under supervision at a specified time, organised by staff only.

**CCTV:** Our CCTV will be operated in accordance with the principles of data protection. See Information Commissioner Guidance which can be found at <http://www.ico.gov.uk/documentUploads/cctvcop1.pdf>. Unless specifically stated above, school will do these things without obtaining consent from a parent or carer.

**Newspaper 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 school for publicity we will ask that there would be no surnames printed. Parents will be informed of any external media invited into school where there is an intention to take photographs prior to the visit.

**What we ask parents and carers to do:** Generally (other than in relation to events organised by school), parents and carers, friends, family and others are asked not to take pictures/video whilst on school premises at any time.

**School events:** Parents/carers and anyone else attending events (other than school staff) organised by school are asked **not** to take pictures/video before or during such performances/events (whether it be on school premises, at church or outside of school); school staff will take photos and videos.

After any such performances/events which take place on school premises (indoors or outdoors), parents/carers and anyone else attending (other than school staff) are asked **not** to take any images of any child on school premises (indoors and outdoors) unless school has, at the time, specifically stated this may be done. School will, where possible, provide an opportunity after events for parents and carers to take a picture of their child/children only. Any images taken by a parent or carer must be taken for personal use only. We ask parents and carers to share details of this policy with anyone else that you may invite to any event organised by school. Please read the whole policy carefully, please ask any member of staff if there is anything you do not understand and please then sign the parent/carer agreement and insert "Yes" or "No" in the consent box as appropriate before returning this form to school.

Parent/carer agreement

**'Use your camera and video courteously'**

Generally photographs and videos for school 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.

- If permitted by school staff at the time, parents and carers can take photographs at the **end of a school event on school premises** for their own personal use; there should be strictly no other child/ren on the photograph, we expect that all images are taken against a wall, ensuring the safety and safeguarding of others.
- Comments and images are discouraged from being shared on social media sites, For example, photos of a child may contain a friend tagged to the post this could infringe the wishes of other parents or carers, who do not wish for photos or comment of their child to be publicised.
- Parents/carers will not make copies of whole class photos or video/still images purchased through the school nor will they be shared on any social media networking sites.

**I agree to keep to the terms of the school "Taking and using videos and photographs" policy and the guidelines above.**

**Signed by parent/carer:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Consent for use of images of children**

Occasionally, we may take photographs, or make video or web cam recordings, of the pupils at our school. We may use these images in our school prospectus, or in other printed publications that we produce or contribute to (for example, a village magazine), as well as on our website. North Yorkshire County Council may also use our photographs of pupils to illustrate work in their schools, in council publications and publicity material. Sometimes the media (papers, radio or television) may visit our school 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.

Are you happy for images and sound recordings of your child and their first name only which are taken by school or the professional media to be published as set out above?	(please delete) Yes      No
I consent to photographs containing my child's image being included in other children's learning journals	Yes      No

**Conditions of use**

1. This form is valid for the period of time your child attends this school plus one year after they leave. The consent will automatically expire after this time.
2. We will not use the personal details or surnames of any child or adult in a photograph on our website, in our school prospectus or in any of our other printed publications.
3. We will not include personal e-mail or postal addresses, or telephone or fax numbers on our website, in our school prospectus or in other printed publications.
4. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption.
5. We may include pictures of pupils and teachers that have been drawn by the pupils.
6. We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations".
7. We will remind you of this annually via the school office and give you opportunity to reconsider your consent at any time.

**Name of child:** \_\_\_\_\_

**Name of Parent/carer (in block capitals):** \_\_\_\_\_

**Parent's or carer's signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_