



The Governors and Staff of Sissinghurst (VA) Church of England Primary School believe the policies and procedures we write help us to continuously improve the school and develop our pupils to become life-long pupils and valuable citizens of the future.

#### Our School Vision

We are a strong 'family', passionate about providing creative and aspirational learning opportunities. We are courageous advocates for the planet, learning to speak out for others' locally, nationally and globally. Rooted in the strength of God, we respect, cherish and nurture the unique abilities of each member of our community.

We are dedicated to providing an education of the highest quality within the context of Christian belief and practice. Our Christian values of:

Kindness   Forgiveness   Courage   Service

Policy Title:	Image Use Policy
Date:	September 2023
Review Date:	September 2024
Reviewed by:	Sarah Holman
Approved by:	FGB

### **Scope and aims of the policy**

1. This policy seeks to ensure that images taken within and by Sissinghurst Primary School are taken and held legally and the required thought is given to safeguarding all members of the community.
2. 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.
3. This policy must be read in conjunction with other relevant policies including, but not limited to; child protection, anti-bullying, behaviour, data security, image use, Acceptable Use of Technology Policies (AUPs), confidentiality, screening, searching and confiscation and relevant curriculum policies including computing, Personal Social and Health Education (PSHE), Citizenship and Relationships and Sex Education (RSE).
4. This policy applies to all images, including still photographs and video content taken by Sissinghurst Primary School.
5. All images taken by Sissinghurst Primary School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:
  - fairly, lawfully and in a transparent manner
  - for specified, explicit and legitimate purposes
  - in a way that is adequate, relevant limited to what is necessary
  - to ensure it is accurate and up to date
  - for no longer than is necessary
  - in a manner that ensures appropriate security
6. The Data Protection Officer (DPO) within the setting SATSWANA supported by the Designated Safeguarding Lead Sarah Holman, Headteacher and management team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

### **Official use of images of children**

#### **Parental consent**

7. Parental permission will be sought upon admission to the school and be used for the duration that the child attends our school. Parents can request to review their permissions and change consent at any time throughout the child's school career.
8. Obtained written permission ~~from children and/or~~ parents or carers will always be checked before images of children are taken, used or published.
9. Written consent will always be sought to take and use images offsite for professional, marketing and training purposes.
10. Written consent from parents will be kept by the school where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.
11. A record of all consent details will be kept securely on file in the office and a class copy will be held by the class teacher. Should permission be withdrawn by parents/carers at any time, then to the best of the school's ability all relevant images will be removed and disposed of, and the record will be updated accordingly.

## **Safety of images**

12. All images taken and processed by or on behalf of the school will take place using school provided equipment and devices and in line with this and other associated policies, including but not limited to Child Protection, Staff Handbook / Code of Conduct and the school AUP.
13. Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.
  - Staff will:
    - only publish images of learners where they and their parent/carer have given explicit written consent to do so.
    - only take images where the child is happy for them to do so.
    - ensure that a senior member of staff is aware that the equipment is being used and for what purpose.
    - avoid making images in a one-to-one situation.
  - Staff will not
    - take images of learners for their personal use.
    - display or distribute images of learners unless they are sure that they have parental consent to do so (and, where appropriate, consent from the child).
    - take images of learners using personal equipment.
    - take images of learners in a state of undress or semi-undress or which could be considered as indecent or sexual
    - take images of a child's injury, bruising or similar or make audio recordings of a child's disclosure.
14. 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.
15. Images will only be retained when there is a clear and agreed purpose for doing so. The Headteacher will ensure that all images are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
16. Images will be stored in an appropriately secure place on the School Information Centre / Teams.
17. Images will remain on site, unless prior explicit consent has been given by the DPO and DSL and the parent/carer of any child or young person captured in any images. Should permission be given to take images off site, all relevant details will to be recorded, for example who, what, when and why. Images taken offsite will be kept securely for example with appropriate protection.
18. Any memory stick/storage or device containing images of children to be taken offsite for further work will be suitably protected and will be logged in and out by the DPO and/or DSL; this will be monitored to ensure that it is returned within the expected time scale.
19. The DPO and/or DSL reserve the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
20. Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.

21. The school will ensure that images always are held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
22. Images will be disposed of should they no longer be 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 DPO and/or DSL and the parent/carers

### **Safe Practice when taking images**

23. Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
24. The school will discuss the use of images with children and young people in an age-appropriate way.
25. A child or young person's right not to be photographed or videoed is to be respected. Images will not be taken of any child or young person against their wishes.
26. Photography or video recording is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
27. Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.

### **Publication and sharing of images**

28. Children's' full names will not be used on the school website or other publication, for example newsletters, social media channels, in association with photographs or videos.
29. The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

### **Usage of apps/systems to share images with parents**

30. The school uses Twitter, Google Classrooms and Tapestry to upload and share images of children with parents.
31. 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 GDPR and the Data Protection Act.
32. Images uploaded will only be taken on school devices.

### **Use of closed-Circuit Television (CCTV)**

33. All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
34. Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be a for a maximum of 30 days. All recordings are to be erased before disposal.
35. Regular auditing of any stored images will be undertaken by the Data Controller Sue Branson and/or DSL or other member of staff as designated by the management team.

36. If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
37. CCTV cameras will be appropriately placed within the setting.

#### **Use of webcams**

38. Parental consent will be obtained before webcams will be used within the setting environment for educational purposes.
39. Where webcams are used with children to access or engage with education (for example remote learning), images and recording will be held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and any necessary child protection requirements will be implemented.
40. All areas which are covered by webcams for security or safeguarding purposes (CCTV) will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
41. Where webcams are used for CCTV purposes, recordings will be retained for a limited time only and for no longer than their intended purpose; this will be a for a maximum of 30 days. All recordings are to be erased before disposal.

#### **Use of images of children by others**

##### **Use of image by parents/carers**

42. Parents/carers are permitted to take photographs or video footage of events for private use only.
43. Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
44. The opportunity for parents/carers to take photographs and/or make videos may be reserved by the school on health and safety grounds.
45. Parents/carers are only permitted to take or make recording within designated areas of the school. Photography or filming is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
46. The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
47. Parents may contact the school DPO/DSL to discuss any concerns regarding the use of images.
48. Photos and videos taken by the school and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

##### **Use of images by children**

49. The school will discuss and agree age-appropriate acceptable use rules with children regarding the appropriate use of cameras, such as when engaging in remote learning and when onsite.

This will include places children cannot take cameras, for example unsupervised areas, toilets etc.

50. The use of personal devices e.g. mobile phones, tablets, digital cameras, is covered within the school mobile and smart technology policy.
51. 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.
52. Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos or videos.
53. Images taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
54. Parents/carers will be made aware that children will be taking images of other children and will be informed how these images will be managed. For example, they will be for internal use by the school only and will not be shared online or via any website or social media tool.
55. Images 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.

#### **Use of images of children by the media**

56. 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.
57. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
58. The identity of any press representative will be verified, and access will only be permitted where 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.
59. 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 setting is to be considered to have acted in good faith.

#### **Use of external photographers, including videographers and volunteers**

60. External photographers who are engaged to record any events officially will be prepared to work according to the terms of our policies, including our child protection policy.
61. External photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
62. Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
63. External photographers will not have unsupervised access to children and young people.

### **Policy breaches**

64. Members of the community should report image use concerns regarding image use or policy breaches in line with existing school policies and procedures. This includes: referring any concerns to the head teacher and with reference to the child protection, AUP and/or complaints policies
65. Following a policy breach, leadership staff will debrief, identify lessons learnt and implement policy changes as required. Action will be taken in line with existing school policies and procedures which may include child protection, anti-bullying, mobile and smart technology, acceptable use and behaviour policies.
66. Advice will be sought, and reports will be made to other organisations in accordance with national and local guidance and requirements. For example, where there may have been a data protection breach, the ICO will be contacted, and if an allegation has been made against a member of staff, contact will be made with the Local Authority Designated Officer (LADO).

Information from parents gained from Google / Microsoft Forms:

## Consent Form - Use of Images of Children

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:

Displays around school

For the school prospectus and school website

Documenting and recording education activities

Recording their learning and development progress

Recording 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 increase in 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 include the safe use of images as part of our Child Protection Policy, which you can view on the school website. We include photos of pupils on our school website and Twitter account if we have the correct permissions to do so. On occasions the school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To comply with current GDPR requirements and the Data Protection Act, we require your permission for the following. Please could you answer the questions below, then sign and date the form where shown.

Childs Name.....Class .....  
answer

Please circle your

- |    |   |          |
|----|---|----------|
| 1. | May we use your child's photograph (with no name) in publications that we may produce for promotional purpose including the school prospectus, website and Twitter / Instagram account ?      | Yes / No |
| 2. | May we use your child's photograph (with first name) in publications that we may produce for promotional purpose including the school prospectus, website and Twitter / Instagram account ?   | Yes / No |
| 3. | May we use video footage of your child (with no name) in publications that we may produce for promotional purposes including the school prospectus, website and Twitter / Instagram account ? | Yes / No |
| 4. | May we use video footage of your child (with first name) in publications that we may produce for  | Yes / No |



promotional purposes including the school prospectus,  
website and Twitter / Instagram account ?

- |    |  |          |
|----|--|----------|
| 5. | Do you consent to your child's photograph being published by the press or media (as described above - In this event the school will do their best to ensure that only the child's first name is published) | Yes / No |
|----|--|----------|

### Conditions of use of images by the school

1. This form is valid from the date you sign it, for the period your child attends school. The consent will automatically expire after this time. It is your responsibility to let us know if you want to withdraw or change your agreement at any time.
  2. The school will not use the personal details or full names (first name and surname) of any child in a photographic image on video, school displays or in any other of our printed publications.
  3. If we use photographs or video of individual pupils, we will not use the surname of that child in the accompanying text or photo caption, unless we have your agreement.
  4. We may use group or class photographs or video footage with has very general labels, such as "a science lesson" or "fun at the fete"
  5. We will only use images of pupils who are appropriately dressed, to reduce the risk of images being used inappropriately.
  6. As the child's parent/carer we agree that if we take photographs or video recordings of our child/children which include other pupils, we will use these for personal and family use only. I/we understand that where consent has been obtained from other parents for any other use, we would be in breach of Data Protection Act 1998 if we used our images for any wider purpose. We will not post images of other children (i.e. not our own children) on the internet e.g. social networking sites without the express permission of their parent/carer.
  7. The school will take photos and video footage to celebrate learning for use in school without permissions from parents / carers. These will be stored securely on the school network if digital and possibly printed for use on display or in photo albums.
- I have read and understood the conditions of use and I am also aware of the following:
    - Websites and social media sites can be viewed worldwide; not just in the United Kingdom where UK law applies.
    - The press are exempt from GDPR and 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 or video recordings of our child/ren which include other children, then we will only use these for our personal use.

.....  
Signature of Parent / Carer

.....  
Date