



Walton and Lees Hill CE Primary School
POLICY ADOPTED BY FULL GOVERNING BODY: March 2018
POLICY REVIEWED BY FULL GOVERNING BOARD: September 2023

Name: Mary Alston

Position: Chair of Governors

Next Review Date: September 2026

The term 'images' includes photographs, digital photographs, film, webcam, video conferencing, CCTV and mobile/camera phones.

Aims and Objectives

Walton Lees Hill CE Primary School believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

The school will only use images that the Headteacher and Governing Body consider suitable and which appropriately represent the values of the school and the range of activities the school provides.

The policy is intended to minimise the risks that young people can be exposed to through the misuse of images. The policy takes account of data protection and child protection issues.

Considerations – Child Protection and Data Protection

Types of Images -

Where possible, photos will be taken of groups of children rather than individuals. Where a photograph of an individual is used, schools should avoid naming the pupil and vice versa. Images are of pupils in suitable dress to avoid the risk of inappropriate use e.g. images of pupils in PE or swimming kit are to be included at the discretion of the Headteacher and Governing Body. Personal details are not used in captions or file names.

Storage of Images -

Digital images and video of pupils only to be saved on a centralised area on the school's network, with suitable security for accessing the images. The school should also decide a timeframe for archiving or deleting images. Image files should be clearly and appropriately named, avoiding the use of pupils' names.

Consent -

Lees Hill CE Primary School has in place an Internet Acceptable Use Policy. Within this, reference is made to the use of pupil images on the school website. Specific consent is sought at least at the start of every Key Stage for the display and publication of pupil images.

Parental consent can be withdrawn or changed at any time in writing. The school will consider revisiting consent arrangements in the event of a pupil's circumstances changing, or new applications for the use of pupil images.

Data Protection -

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. The Data Protection Act 2018 is unlikely to apply in most cases where photographs are taken in schools. Guidance from the Information Commissioner's Office states that 'fear of breaching the provisions of the Act should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure'. (ICO, 2007) The Act may apply in the case of photos taken for official school use such as photos taken for building passes where the images are likely to be stored electronically with other personal data. The Act does not apply in most cases where photos are taken for personal use e.g. by parents for home use. In the cases where photos are taken for an external audience e.g. prospectuses or newspapers, the school needs to ensure that children and guardians are aware that it is happening and the context in which the photo will be used.

Misuse of images -

Any evidence of the use of inappropriate images or the misuse of images should be reported to the school's designated child protection officer, who may refer the matter to the LA, Social Services and/or the Police as appropriate.

Filming -

Under the terms of the Data Protection Act 2018, parents, friends and family members can take images of their children and friends participating in school activities for family and personal use. If the recording is not for personal use e.g. with a view to selling the video, then consent of other parents whose children may be on film would be required. Without this consent, the Data Protection Act would be breached. For further details please refer to the Data Protection Act 2018.

Role of Governors:

The Governing Body will be responsible for ensuring so far as possible that staff are adequately trained and resourced to implement this policy.

Monitoring and Review:

This policy shall be reviewed by the Governing Body every three years, or sooner in line with changes to guidelines by DCSF, LA or as a result of a governors' monitoring visit.

