

# **Wark First School**

## **Policy on the use of images of pupils: Photography, videos and other creative arts in school**

### Introduction

Many school activities involve the taking and use of images. These may be undertaken as part of the curriculum, extra school activities, for publicity or to celebrate achievement.

However, this interest also brings dangers. The publication of students' images, especially where they are accompanied by the individual's name, could attract the wrong sort of interest.

Photographs and video images of students and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore the use of such images by schools requires the consent of the individual concerned as well as their parent/guardian.

To ensure the safety of all children at Wark First School, we have the following procedures in place regarding the use of photography/videos:

- **The school will obtain parental consent before any photograph or videos of a pupil are taken where these are likely to be used in a publication, e.g. the School Prospectus. *There will be a consent form to be signed at the start of each school year.***
- **When photographic images are transmitted or shared beyond the establishment, e.g. Hexham Courant or a specific project involving the media, consent will also be needed at the start of the school year. Occasionally, establishments other than school will require their own specific consent forms to be completed throughout the year.**
- **Inter-School Events, such as shared curriculum days or sporting events – Wark staff will liaise with a member of staff from the other establishment so that they are aware of the wishes of the parents/guardian who have not given consent for photographs to be taken.**
- **Children photographing each other – this is most likely to occur during off-site visits or residential activities. Staff should make clear to the students what acceptable and unacceptable images are, and ensure that students follow these guidelines. However, ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved.**
- **Mobile phones – these are not permitted in school.**
- **Photography at school events, e.g. Christmas plays – we understand the wish of many parents to record important events in their child's school life and do not want to discourage this. Photographs may be taken on the basis that they are for private retention and not for publication in any manner, including use of personal websites. If there is a case where a specific request has been made for a child not to be photographed, we will refer to the Northumberland guidelines and make arrangements relevant to the particular event.**

**Wark C of E First School First School – Photography and Media Consent Form**

**Name of Child/ren:**.....

**Class:** .....

**Name of Parent/Guardian:** .....

It is important that we protect your child/ren’s interests, respect your wishes and comply with the Data Protection Act 1998.

The school confirms that it shall only use photographic images of your child/ren in line with its safer images checklist and in order to demonstrate or promote activities relating to the schools’ curricula and extra-curricula provision (this includes photographs of children kept solely for the purpose of recording curricular activities).

**Please tick the relevant boxes and sign below in all instances where you give your consent for photographic images of your child/ren to be used. Please also indicate whether you consent to your child/ren’s name being associated with their image.**

	<b>Agree To: Use of Image</b>	<b>Agree To: My child being named</b>
<b>In the school materials aimed at the school community</b>		
<b>On the school web site</b>		
<b>In media coverage of the school</b>		
<b>A specific project involving the media.</b>		

I confirm that I have read and agree to the terms contained within this consent form ( see Conditions of Use on reverse of policy).

**Signature:**.....

**Date:**.....

### **Wark C of E First School's Safer images checklist**

- Avoid close-up pictures of individual students: use classroom or group activities instead.
- Always ensure that students are dressed appropriately.
- Ensure that it is stated clearly whether an image is to be retained for further use and, if so, what.
- Ensure that images are stored securely and that they are accessed and/or used only by those with authority to do so (photographs can be stored electronically but this must be within a secure area).
- Specific guidance on website and internet safety issues can be found at:  
<http://schools.becta.org.uk/>

### **Consent Form Conditions of use**

1. The form is valid for the period of one school year. Your consent will automatically expire after this time.
2. The school will not re-use any photographs or recordings of your child/ren unless requested and specific consent given.
3. The school will not include personal e-mail or postal addresses or telephone numbers on video, on our website, in our school prospectus or in other printed publications.
4. If we use photographs of individual children, we will not use their full name in any accompanying text or caption.
5. We may include pictures of students and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as “a science lesson”.
6. We will only use images of students who are suitably dressed.
7. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

### **Notes on Use of Images by the Media**

If you give your permission for your child/ren's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story.
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs).

It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers.