

RIVERSDALE PRIMARY SCHOOL

Photographic & Video Images Policy

Date:

Review Date:

Signed: _____ (Governor)

Signed: _____ (Headteacher)



INTRODUCTION

There are many occasions in which it is a positive thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

Under the terms of the General Data Protection Regulations (2018), all photographs and video images of children and staff alike are classified as personal data. This means that an image can not be used for public display or for school publicity etc. unless there is a lawful basis for this and that the child as the owner of the personal data, or the parent/carer where the child is not of suitable maturity to make such decisions, has been made aware/given consent.

PARENTAL PERMISSION & LAWFUL BASIS

The school will take photographs and video recordings of children for a range of purposes. These include for use on the school website, school social media platforms and publicity materials, such as a school prospectus. These fall under the lawful basis of **legitimate interest**, as the school believes that utilising photographs or videos of children participating in school activities will most accurately depict school life at Riversdale Primary School. We also believe that as no other identifiable data will be provided alongside the images, the safety and personal interests of those photographed/videoed will not be impacted. Where the lawful basis of **legitimate interest** is not applicable, the lawful basis of **consent** will be sought.

All parents and carers will be asked to sign a **consent** form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used either within the school or for the purposes of school publicity, such as on social media platforms. This form will be given to the parents or guardians of all children as they join the school. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities throughout their school career. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them. Where it is unavoidable, such as in the instance of a whole class photo where segregation may cause upset for the child, their face will be masked using digital technology.

All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

SCHOOL PERFORMANCES

We will allow video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their **consent**.

Before each performance, parents/carers will be reminded that posting videos or images of the event on social media is against school policy and the reasons for this explained. The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. For example, photography is forbidden when children are changing.

SCHOOL WEB PAGES/SOCIAL MEDIA PLATFORMS

Only appropriate images will be used on the school website or school social media platforms such as Weduc, or the school's Twitter and Facebook pages, and children will not be identified by their name or address on the school website.

With regards to the school's PTC Facebook Group, **consent** for photographs will be sought as part of the consent form completed upon enrollment at the school.

MOBILE PHONES

Although children are allowed to bring into school mobile phones, they must be handed in every morning and are kept in the office until the end of the day. Any child found with a mobile phone on their person or in their bag/coat/locker etc. during the school day will have it confiscated.

Children are not allowed to use mobile phones to take pictures or videos of each other at any time on school premises as this does not fall under the lawful basis or ***legitimate interest*** or ***consent***.

Staff may have mobile devices with them during the school day, in order to document learning. In some instances this may be a mobile phone. Staff are expected to upload any images taken during the school day to the school network before going home and to delete these from their devices. Staff are encouraged to use the class iPad, but the school acknowledges this is not always possible.

CHILDREN'S USE OF DIGITAL CAMERAS (INCLUDING TABLETS)

There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work or geography or science fieldwork. Often, these images will be used as evidence and be printed and stuck into the students' books.

Images will be made only as appropriate for school-related activities.

Children will be taught how to take pictures, but we will discourage them from taking pictures of each other, and they will be supervised by an adult when they have access to a digital camera.

As soon as images have been used for their intended purpose (e.g. illustrating a good football pass), they will be deleted. The school will not store digital images on digital cameras or tablets any longer than for their immediate use.

MEDIA PUBLICATIONS

Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. In this situation, where children's images might be made public, the school will inform parents/carers of the event in advance, and allow them to withdraw their child from the event, or to withdraw ***consent*** for this occasion if they so wish. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

MONITORING

This policy will be monitored by the governing body and revised as appropriate, and not less than two years from the date of its adoption. Any incidents of concern relating to this policy, will be referred to the Chair of Governors by the headteacher.