



Hovingham & St Hilda's CE (VC) Primary Schools Federation

Headteacher Mr J. Pynn MA NPQH

Use of Images Policy

This policy details the rules governing photography and recording images at Hovingham and St Hilda's Primary Schools, their distribution, their publication and their retention.

Taking photographs and video images of children's achievements and activities is a wonderful way of capturing a memory and promoting successes. This policy explains, in detail, the schools' requirements to obtain parental permission, while taking such images and the safeguards in place to ensure privacy and safe storage.

1. Typical uses of Photographs / Videos

- For assessment purposes
- Learning skills and feedback
- Performing arts, including dance and movement, concerts, drama performances, community events, assemblies.
- Sporting fixtures and events.
- Media including newspapers and television
- Displays in school of children's work and activities.
- School newsletter
- Publicity through the school website

2. Good Practice in Using Photographic Images

- Images are used only for their intended purposes
- In activities such as dance and gymnastics, the content of the phot will focus on the activity not the individual.
- Staff are only permitted to use school equipment to capture images.
- Images will be stored securely on password protected school systems and only used by those authorised to do so.
- Photographs of children who have left the school will not be used without additional consent and prior agreement.
- Ensure photographs reflect the diversity of pupils participating
- Report any concerns relating to the inappropriate use of photographs to the Headteacher.
- No school images are to be used on social networking sites.

3. Use of Images on the School Websites

Any material published on the school website must be assessed to ensure it meets the following safeguarding rules:

- It must not feature a child whose parent or carer has not given consent
- It must not offer and means of identifying a child by name
- It must not in any way embarrass, cause upset or distress to the school, the children or staff involved.
- No image of a child subject to a court order, or a vulnerable child will be used.
- Avoid using images of a single child without any surrounding context of what they are learning or doing.
- Only images of children suitably dressed will be used.

4. Retention of Photographs.

As with a lot of retention, there is no specific statutory limit on storing photographs, so the business case needs to reflect on the permissions which have been previously sought and the value and/or future value of retaining an image.

- All digital devices should be cleared of photographs on a regular basis. At least annually.
- Images stored on the school network will be saved until the cohort of children leave the school (at the end of Year 6) or earlier if an individual child leaves prior to this.

Images may be kept after a pupil has left the school if:

- They are part of a larger group of pupils who are still at the school.
- Evidence is still needed for academic/assessment purposes.
- The image is of historic value to the school.
- Anyone in doubt about keeping an image should refer to the Headteacher.

5. Photography of Children by Parents

Parents, Carers and family are invited into our schools for performances, sports days, special assemblies and community events. Parents are not covered by the General Data Protection Regulations (GDPR) if they are creating images of their own children for private use, and so are welcome to do so. However, parents are not permitted to create images which include other children for anything other than personal use, such as to sell, put on public display or to be put on the internet.

For everyone's enjoyment parents and family will be asked to remain seated whilst attending performances and assemblies to minimise disruption and ensure children and staff are not distracted. We would also ask that no flashlight, bulky or noisy equipment is used.

6. Photography of Staff

Images of staff are classed as personal data under GDPR, therefore using images will require the consent of the staff member concerned. Parents are not permitted to create images of staff without their consent.

7. Personal Mobile Devices

Staff use of personal mobile devices to take photographs and videos in school is not permitted. Please see our Acceptable Use Policy for further guidance.

Pupils are not allowed personal mobile devices with cameras on school premises. Parents are asked to speak to the Headteacher if they feel their child needs a mobile phone in school.

Pupil use of mobile devices with cameras on school residential trips will be discussed on each individual occasion.

8. Parental Consent

On admission of a pupil to school, parents/Carers will be asked to complete and sign a consent form in relation to their child being photographed at school or during school events, this includes consent for the use of these images with the school in displays, newsletters and on the school website. If parents withhold consent for certain types of photography, then this

must be respected and communicated to all staff. Parents/Carers retain the right to withdraw consent at any time, but they need to do so in writing.

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