

Meadow Lane Infants School



Children's Images Policy

Last reviewed	February 2014
Review Cycle	2 Years

MEADOW LANE INFANT SCHOOL POLICY FOR USE OF CHILDREN'S IMAGES IN SCHOOL AND FOR PUBLICITY PURPOSES

Introduction

1. The word images is used here to include photographs, digital photographs, webcam, mobile phones, film and video recordings.
2. Meadow Lane Infant 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.
3. We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.
4. Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

5. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer. General consent will be gained from parents in the annual consent form (attached to this policy) and specific consent by phone if children's names and photographs are to be used in newspapers.
6. In seeking consent we will ensure that parents are clear why we are using a child's image and what we are using it for. (See Appendix A for school consent form)

General consent is requested through the completion of a section on the *Home Information Sheet*. This is completed as part of the school's admission procedures. General consent is sought for using children's images for the purposes outlined in the school's contact form.

Specific consent may be sought from parents for particular projects involving the taking of children's photographs. In seeking specific consent, we will ensure that parents are clear why we are using a child's image, what we are using it for and who might want to look at the pictures. Any specific consent form will make clear the period of time for which consent applies.

7. All original images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left the school; these images will be destroyed.

Child protection

8. We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
9. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LEA, Social Services and/or the police as appropriate.
10. Individual pupils will not be named in conjunction with their image unless parental consent received and we will never use an image of a child who is subject to a court order.
11. No pictures of pupils will be displayed in the reception area. Staff and Governor photographs will be displayed in the reception area unless any person specifically asked for their photograph not to be displayed.

School Website

12. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website.
13. Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education and Skills Superhighway Safety website (<http://safety.ngfl.gov.uk/schools/>).

Webcams and mobile phones

14. The school recognises that webcams and mobile phones can be used to take images without people's knowledge. If any webcam is in use, the area will be signposted so that people know the webcam is there before they enter that area.
15. Misuse of mobile phones that can take and transmit images will be regarded as a breach of school discipline and dealt with accordingly. Such phones will not be allowed in areas where children are changing and must not be used to take children's photographs in school without adherence to this policy.

External photographers and events

16. If the school invites or permits an external photographer to take photographs within school, we will:
 - Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
 - Issue the photographer with identification which must be worn at all times

- Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
 - Not allow unsupervised access to children or one-to-one photo sessions at events.
17. The same conditions will apply to filming or video-recording of events.
18. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. Newspaper photographers may only take photos of children with permission from the school. If asked, the school will provide names and ages of children for publication in newspapers. No specific address and no other contact details will be supplied. The general consent requested on the Admission Form includes permission for newspaper photographs. However, wherever possible and practicable, we will inform parents before allowing journalists to take photographs of pupils. Parents may then request that their child not be included.

Parents and Carers

19. It is the policy of the School to allow Parents and Carers to take photographs and videos at school events. Those wishing to record such events must inform the school. This applies to cameras, videos and mobile phones.

Images taken by Children

The school encourages children to take photographs and videos of each other as a way of recording events.

This may take place in school, on school trips or on residential visits.

The use of cameras within school, on trips or visits is part of the pleasure and the learning in the experience.

There is no reason why pupils should not be allowed to take photographs so long as anyone photographing respects the privacy of the person being photographed.

This is seen as part of the school's code of behaviour.

Infringement of this respect of privacy will be dealt with in the same way as any other breach of school discipline.

MEADOW LANE INFANT SCHOOL – CONTACT FORM

NAME OF PUPIL.....

PUPIL'S HOME ADDRESS.....

POST CODE..... DATE OF BIRTH.....

NAME & ADDRESS OF PARENT/GUARDIAN HOME TEL: NO:.....

MOTHER.....

FATHER.....

MOTHER'S MOBILE NO:

FATHER'S MOBILE NO:.....

MOTHER'S PLACE OF WORK/TELEPHONE NO & OCCUPATION

.....

FATHER'S PLACE OF WORK/TELEPHONE NO & OCCUPATION

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ACCESS ARRANGEMENTS (If any) in relation to divorced, separated, second marriage, unmarried, widowed – please state clearly any instructions regarding contact or collection of your child

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PLEASE GIVE THE NAME, RELATIONSHIP, TELEPHONE NO AND LOCATION OF TWO PERSONS WHO MAY BE REACHED IN THE EVENT OF AN EMERGENCY ON YOUR BEHALF

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NURSERY/PLAYGROUPS ATTENDED - INCLUDING DATES

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.....

NAME, ADDRESS & TELEPHONE NUMBER OF FAMILY DOCTOR

.....

DOES YOUR CHILD HAVE ANY MEDICAL CONDITIONS OR SPECIAL DIETARY REQUIREMENTS EG VEGETARIAN. IF YES PLEASE GIVE DETAILS BELOW

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ETHNIC GROUP..... HOME LANGUAGE.....

RELIGION..... FIRST LANGUAGE.....

CONTINUED OVERLEAF

PLEASE LIST ALL SIBLINGS (INCLUDING CHILD ATTENDING MEADOW LANE) – PLEASE LIST ELDEST CHILD FIRST

NAME..... DATE OF BIRTH.....

NAME.....DATE OF BIRTH.....

NAME.....DATE OF BIRTH.....

NAME.....DATE OF BIRTH.....

SCHOOL VISITS - The School often organises school trips, therefore, please indicate if you would give permission for your child to take part. *I am willing/*not willing for my child to leave the school premises accompanied by staff/parents on an organised outing, either by foot, public transport or by car.

* Please delete as appropriate.

SIGNED.....(PARENT/CARER)

PHOTOGRAPHS/WEBSITE - The School occasionally takes photographs of children for external promotional purposes eg photographs in local press, our school website etc. To comply with the Data Protection Act 1998, we need your permission before we use any photographs we have taken. The school and governors also have a written policy regarding the use of children 's images.

If you give permission for your child's photograph to be taken and used for the above purposes, please sign below.

SIGNED..... DATE.....

MODE OF TRAVEL - Please tick below the usual expected mode of travel to be used when your child attends school.

- Walk Car School Bus Public Transport
- Shared Car with other parent Cycle Other – Please state below

SCHOOL LUNCH Please tick your child's usual expected school lunchtime arrangements

- School Dinner Packed Lunch Going home for lunch

Do you consider your child or accompanying adult who may bring or collect from school including attending performances, special events etc to have a disability. If yes is this person:-

- Your child Sibling Parent/Carer Grandparent Other – please state below

What special requirement does this person have, eg physical, hearing?.....

Please tick if you have a specific requirement for any information sent from school to be available in a different format (eg through disability or in a language other than English) if so, state format.