



THOMAS ALLEYNE'S HIGH SCHOOL  
UTTOXETER

# Taking & Publishing Images of Children Policy

**September 2021**

Approved/reviewed by	
Learning and Standards Committee September 2021	
Date of next review	September 2022

At Thomas Alleyne's:

We believe that:

- children and young people should never experience abuse of any kind
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation
- the welfare of the children and young people taking part in our activities is paramount
- children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images
- there are potential risks associated with sharing images of children online.

We will seek to keep children and young people safe by:

- always asking for written consent from a child and their parents or carers before taking and using a child's image
- always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children
- making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
- changing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them)
- never publishing personal information about individual children
- making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information)
- reducing the risk of images being copied and used inappropriately by:
  - o only using images of children in appropriate clothing (including safety wear if necessary)
  - o avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
- using images that positively reflect young people's involvement in the activity.

The procedure for reporting the abuse or misuse of images of children as part of our child protection procedures is to record the concern on our safeguarding reporting system, MyConcern.

## **School's use of images**

Thomas Alleyne's High School may wish to use images of children in the following situations: (this is not an exhaustive list).

### **1. Newspapers and Magazines**

- school sports day
- school trips
- prize giving
- launch of a specialist project
- opening of new facilities
- school concerts or plays
- special achievement awards
- VIP visits

### **2. Television**

- Local news stories
- National news stories
- Documentaries

### **3. School Prospectuses**

- Online version
- Hard copy

### **4. School Websites and Newsletters**

- school sports day
- school trips
- prize giving
- launch of a specialist project
- opening of new facilities
- school concerts or plays
- special achievement awards
- VIP visits

### **5. Social Medias**

- Official school Facebook feed
- Official school Twitter feed
- School weekly blog

### **6. 3<sup>rd</sup> Party Authorised websites**

- Staffordshire County Jobs website
- The Uttoxeter Learning Trust Teaching School Website and associated materials to promote continuing professional development opportunities.

### **7. Coursework and controlled assessment evidence**

### **8. School displays and notice boards**

Only approved school cameras, video cameras and tablets will be used to photograph students. Any member of staff may be asked to photograph a student or students for a purpose outlined above.

## **Review**

Photographs on the school and teaching school website will be reviewed every year and changed as required.

The school prospectus images will be reviewed every year and changed as necessary.

## **Storage and Removal**

All photographs taken by the school are stored on the school's secure network.

Photographs will be reviewed and considered for removal on an annual basis.

If the school deems that there is no current, further use, or future use, of such photographs they will be deleted.

## **Photographs for official school use**

Parents are asked at the start of each academic year to complete a standard consent form.

The school operates an **"Opt Out"** policy for parental consent to take photographs or images of students. Where no consent form has been returned, the school deems consent to have been given.

The pro forma used to gain permission along with a Code of Conduct detailing the manner in which any image would be used are attached at the end of this policy document.

## **The Media**

Press coverage is an important means of publicity for a school and is generally welcomed by parents and schools.

The school's website is clearly a useful source of information about the school and all due care will be taken by members of staff when considering putting information on the school's website.

The same recommendations apply for photographs that will be used in press coverage as to those for official school use, before any images are taken of pupils:

### **Photographs taken by Parents/Guardians for personal use**

There will be school events when parents/guardians will want to take photographs for their own personal use.

In accordance with guidance from the Information Commissioner's Office, parents are welcome to take videos and digital images of their children at school events for their own personal use (as such use is not covered by the Data Protection Act). To respect everyone's privacy and in some cases protection, these images should not be published / made publicly available on social networking sites, nor should parents comment on

any activities involving other pupils in the digital / video images. The event organizer will also remind children, parents and carers who they can talk to if they have any concerns about images being shared.

An announcement will be made to all parents at school events, where appropriate.

### **Use of professional photographers**

Only a reputable photographer who can provide evidence of authenticity will be used. Their photographic identity will be checked on arrival.

They will be viewed as visitors therefore appropriate supervision will be in place at all times to ensure no unsupervised access to children. They will be supervised by a person who is in regulated activity. It will be checked that they comply with Data Protection requirements, to agree that images will only be used for the agreed specified purpose and not be disclosed to any third person.

### **Closed Circuit Television (CCTV) and Photographs taken for Pupil Security**

Pupils are photographed at certain times for the purposes of internal identification. These photographs identify the pupil by name, year group and form/tutor group. This is stored on SIMS and accessed only by school staff.

The school does have CCTV in operation on its site for the security of premises, staff, students and visitors.

Images of people are covered by the Data Protection Act so it applies to CCTV.

All areas covered by CCTV must be well signed posted and notifications are to be displayed so that individuals will be advised before entering such areas.

Data protection and information guidelines are to be followed at all times. This includes the appropriate storage and disposal of all recordings.

For information and guidance please refer to the ICO publication 'CCTV code of practice'. Revised edition 2008.

### **Use of webcams for streaming live lessons**

There may be occasions where students will need to access live streamed lessons during the corona virus pandemic.

Sources:

<https://learning.nspcc.org.uk/research-resources/briefings/photography-sharing-images-guidance>

<https://learning.nspcc.org.uk/media/1678/photography-filming-policy-statement-example.pdf>

The following information will be collected via google form by the school office at the start of the academic year. These are the local authority guided questions.

Occasionally, we may take photographs of the children at our school. We may use these images in our schools prospectus or in other printed publications that we produce, as well as on our website or on project display boards at our school. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

In compliance with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child for non-educational purposes. Please answer questions 1 to 4 below, then sign and date the form where shown.

**Please return the completed form to the school as soon as possible.**

*circle your answer*

- |   |                 |
|---|-----------------|
| 1. I consent to my child's photograph appearing in the school prospectus and other printed publications that we produce for promotional purposes or on project display boards | <b>Yes / No</b> |
| 2. I consent to my child's image appearing on the school's website  | <b>Yes / No</b> |
| 3. I consent to my child's image being recorded on video or webcam for teaching purposes  | <b>Yes / No</b> |
| 4. I consent to my child's image appearing in the media (for example photographs in newspapers/ media websites, moving images on television and voice recordings on radio.    | <b>Yes / No</b> |
| 5. I consent to my child's image appearing on official school website and teaching school website, and social media sites such as Facebook and Twitter.                       | <b>Yes / No</b> |

*\*Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies\**

### **Conditions of use**

1. This form is valid for one academic year. You will be asked for consent again the following year.
2. You can withdraw your consent at any time by making a written notice to the school.
3. We will not use the personal details or names of any child or adult in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications without good reason. For example, we may include the full name of a pupil in a newsletter to parents if the pupil has won an award.
4. If we name a pupil in the text, we will not use a photograph of that child to accompany the article without good reason.
5. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
6. We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations".
7. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

### **Please note**

- i) The press, in certain circumstances are exempt from the Data Protection Act and may want to include the names and personal details of children and adults in the media.
- ii) Parents, family members and friends taking photographs of children within school at events such as plays and sports day for their personal, domestic use is also exempt from the Data Protection Act and therefore do not need to gain consent.