



# Use of Images Policy



The Stour Federation Partnership

## **1. THE STOUR FEDERATION PARTNERSHIP'S VISION**

‘Learn, grow, succeed together.’

## **2. CONTEXT AND RATIONALE**

- 1.1 Taking photographs and videos of children and young people's achievements and activities is a wonderful way of capturing memories and promoting successes but consideration needs to be given as to how those images may be used.
- 1.2 As photographic images can be misused through modification or distribution via the internet a number of issues must be considered before decisions are made to use such images and how to use them.
- 1.3 This document aims to minimise the risk of misuse of images and to ensure that individuals' safety and welfare are not compromised.

## **2. TAKING PHOTOGRAPHS**

- 2.1 A clear purpose is needed for the photograph or video.
- 2.2 For practical and safeguarding purposes, the school will seek written consent from a parent, guardian or carer for all pupils. An explanation of the different ways in which the pictures may be used will be given, with the choice to opt out. Consent will be sought as part of the school enrolment process. Parents will be given the option to withdraw or amend their consent at any time.
- 2.3 A list of photographic consent for pupils will be shared with all staff and updates provided as required.
- 2.4 Adults working in school will be asked for their consent as to whether they give permission for their photograph to be taken and published (for ID cards and school website). Permission will be sought at the beginning of their employment and remain in place unless withdrawn.
- 2.5 Images should only be taken using equipment which is provided by the school to record and store those images. The personal equipment of staff should not be used for such purposes. Equipment used to store images should always remain in the establishment. The Executive Headteacher and Governors reserve the right to check any images taken using school equipment.
- 2.6 For the purposes of putting photographs on social media, images may be taken on a mobile phone (with approval from the Executive Headteacher or Associate Headteachers) but should be immediately deleted in order to protect both the children and member of staff.
- 2.7 Staff taking photographs using personal devices for this purpose consent to be subject to spot checks of their devices.

- 2.8 Equipment used to record official off-site school/setting activities, e.g. displays/ outings, should only be used by authorised staff and volunteers and should be returned to the establishment or approved secure place immediately after the activity.
- 2.9 It is advisable that students requiring images for work placement portfolios only use images provided by the setting, school or organisation and that where appropriate parental consent has been sought.
- 2.10 When taking images at an event attended by large crowds, such as a sports event, this is regarded as a public area and so permission is not required from everyone in a crowd shot. People in the foreground are also considered to be in a public area. However, it is recommended that photographers address those within earshot, stating where the photograph may be published and giving them the opportunity to move away.
- 2.11 If there are child protection concerns, these should be discussed with MASH in order to ascertain whether it is appropriate for a child to appear in a production rather than banning the use of video or taking of photographs and drawing further attention to this.

### **3. TAKING PHOTOGRAPHS**

- 3.1 Images should not be stored on personal devices. Instead, photos should be stored on the school network, on the school secure Dropbox account or uploaded straight away to the school website or Seesaw. This will be regularly reviewed so images of pupils no longer in school are deleted. Photos should not be kept for longer than necessary.
- 3.2 Equipment should be stored out of sight when not in use, no one is in the classroom and out of school hours.
- 3.3 Images of pupils who have left the school should be deleted unless these images are being used for publicity purposes e.g. in the school prospectus or website.

### **4. USE OF IMAGES**

- 4.1 When publishing the images e.g. on the school website or social media, individual shots should NOT be used. Children should be shot in groups of a minimum of two. Photos of individuals may be used on Seesaw.
- 4.2 When using group shots refer to the group as a whole. It should not usually be necessary to use a child's name or age.
- 4.3 When using digital images, staff should inform and educate pupils about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.

- 4.4 Pupils must not take, use, share, publish or distribute images of others without their permission.
- 4.5 When a story relates specifically to the success or achievement of an individual or small group of children, it may be appropriate to name those children but you should ensure that you have the appropriate consent. However, first names may only be used with an initial if there is more than one child in school with that name, e.g. “John S. in Year 4” alongside the image of a child.
- 4.6 Personal details of children such as email addresses, home addresses and telephone numbers should never be revealed.
- 4.7 Consider the subject matter in use, if the text is something controversial e.g. bullying then a Stock-photo image or other generic image sites should be used.
- 4.8 If any member of staff or volunteer notices any possible misuses of images, this should be reported immediately to the Designated Safeguarding Lead using the ‘Logging a concern about a child’s welfare and safety’ green form.
- 4.9 In accordance with guidance from the Information Commissioner’s Office, parents/ carers 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/carers comment on any activities involving other pupils in the digital or video images. At the beginning of an event, parents and carers will be asked not to place any recording or images on social networking sites, such as Twitter, Facebook, Instagram or YouTube.

## **5. COPYRIGHT**

- 5.1 If the photographer is a member of staff or volunteer in an organisation on whose behalf photographs/videos are taken, she/he will be acting on behalf of the organisation and the organisation will own the copyright.
- 5.2 If the photographer is an employee of a company instructed to take photographs/ videos by an organisation, the photographer will be acting on behalf of his/her employer and the company the photographer works for will own the copyright.