
Westover Green School Digital Image Policy

This policy sets out the ways in which the school will educate all members of the school community on their rights and responsibilities with the use of images.

This policy is used in conjunction with other school policies and has been developed by a working group, which included representatives from all groups within the school.

The digital image policy will be reviewed annually and will be under continuous revision in response to significant new developments in the use of technologies, new threats to online safety or incidents that have taken place.

The Digital Image was policy approved by Governing body on: _____

Signature of Chair of Governors: _____

The next review date is: _____

There are many occasions where digital images are taken and used as part of educational life. Our Privacy, Safeguarding and Data Protection duties require schools to minimise any risk that may result from the misuse of images.

Consent to take images

- Written permission from parents or carers will be obtained before images of children are taken for any purpose
- Written parental consent will be sought to use photographs for professional, marketing and training purposes
- Parental permission will be sought on admission
- A record of all consent details will be kept securely on file
- Permission can be withdrawn by parents/carers at any time, and for particular events and in retrospect. All relevant images will be removed and disposed of and the record will be updated accordingly

Taking Images

- Only official school owned equipment will be used to capture images of children for official purposes
- Members of staff will model positive behaviour to the children by asking permission before they take any photos
- Careful consideration will be in place before taking photos or recordings of very young or vulnerable children
- Images will not be taken of any child against their wishes - a child's right not to be photographed is to be respected
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc
- The school will only use images of children who are suitably dressed
- The Headteacher reserves the right to view any images and to withdraw a member of staff's authorisation to take images

Storing Images

- All images will be securely stored with encryption enabled on removable devices including laptops, tablets, cameras, USB memory sticks etc where possible with images immediately transferred to secure or encrypted areas if this is not possible
- Photographs will be deleted when the child leaves the school

Use of Images

- Images or videos will be selected carefully when used
- Images of children's work will only be published with their permission and their parents' consent
- Staff should check if they have permission to use the images for the purpose intended
- Children's' first names will only be used on images

Training and procedures

- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities
- All members of staff will ensure that all images are available for scrutiny and will be able to justify any images in their possession
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. The school will ensure that images are held in accordance with the Data Protection Act and suitable child protection requirements are in place

Use of Photos/Videos by Parents/Carers

- The decision as to whether Parents/carers are permitted to take photographs or video of events for personal use will be taken on an event by event basis
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time with consideration being given to safeguarding, Health and Safety and parental wishes
- Parents/Carers will be informed if permission has been given or withdrawn to take photos or video at the beginning of an event
- Parents/Carers are only permitted to take or make recording within designated areas of the school.
- Parents and carers who are using photographic equipment must be mindful of others when making and taking images
- Parents/Carers are requested not to share photos that include children other than their own on social networks unless they have the permission of all the relevant parents/Carers
- Parents/Carers may contact the Headteacher to discuss any concerns regarding the use of images

Use of Photos/Videos by Children

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras and tablets, such as places children cannot take a camera or tablet (e.g. unsupervised areas, toilets)
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and tablets
- Photos taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens
- Parents/Carers will be informed when the children are allowed to take personal photos on trips or visits
- Children will be informed that they need to ask permission to take photos for their own personal use

Use of Images of Children by the Media

- The identity of any press representative will be verified
- No authorisation will be given to unscheduled visits by the press under any circumstances
- Where a photographer is invited to celebrate an event, every effort will be made to ensure that they will meet previously agreed agreements between parents/carers and the school
- Full names will only be used with the agreement of the child/parent/carer
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith

Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the schools Online Safety policy
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent
- Photographers will not have unsupervised access to children and young people

Data Protection

All images taken by the school will be used in a manner respectful of the Data Protection Act

