



PHOTOGRAPHY POLICY

RATIONALE

All schools need and welcome positive publicity. Photographs of pupils at work and at play can help demonstrate the best aspects of any school. Photographs of pupils can add colour, life and interest to any activity taking place at the school. Making use of photographs in school publicity materials can increase pupil motivation and staff morale. Parents and carers, members of the Governing Body and the local community can identify and celebrate the work and achievements of the school. A photographic record of school events can also be a useful historical record of the school's work over a long period of time.

However, photographs need to be taken and used in a responsible way. Schools need to respect young people's privacy and parents and carers rights of privacy. Schools must also, of course, be fully aware of issues relating to Safeguarding Children. The NSPCC for instance point out that pupil images on the internet for example, can be adapted for inappropriate use by pornographers. Providing a pupil's name next to her/his photograph allows for the possibility of that pupil being contacted by someone from outside school.

Given some of these worrying possibilities, some organisations, including a number of Local Education Authorities, believe that the only way to fully protect children is to ban the photographing of pupils completely. When writing this statement we have taken into account both the positive and the negative aspects of using children's photographs, believing that an agreed, common-sense balance can be achieved.

DATA PROTECTION ACT 1998

Photographs and video images of pupils and staff are classed as personal data under the terms of the 1998 Act. Therefore using such images requires the consent of the member of staff or in the case of pupils, their parent, carer or legal guardian.

Photographs of pupils (and staff) should not be displayed on websites, in newspapers or in the school's publications, without parental (or that member of staff's) consent. Adults and children alike need to be aware that their photograph is being taken and what its purpose is.

Taking photographs of events attended by large crowds, considered in the Data Protection Act to be a public event, does not require the permission of everyone in the photograph. However the permission of any identifiable people, usually in the foreground, does need to be granted before the photograph is put on public display.

Below we set out St James and St John School guidelines on using photographs of our pupils:

- If a child's photograph is used in a publication or on a display, the child's name should not be used in connection with the photograph
- If a child's name is used, no photograph should be used in connection with the name
- Children should only be photographed in suitable dress, in order to reduce the risk of misuse of any images produced

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- The Headteacher, after consulting with parents and carers, will make a professional judgement on the photographing of pupils participating in certain activities which might present the possibility of greater risk (e.g. gymnastics, athletics, PE etc)
- In activities which present possible risk, as listed above, any photography must focus on the event, not on a particular child.
- Any child who is the subject of a court order must not be photographed

RE-USING PHOTOGRAPHS

Sometimes it is necessary to retain photographs of pupils for future use; perhaps in a school brochure or on the website or indeed simply as a historical document about the school. The Headteacher and all staff will be clear about the purpose of taking any photograph and will establish, with parents and carers and the pupil, whether or not photographs will be retained for further future use. Using photographs of ex-pupils will only be used after their permission (or their parents/carers permission) has been secured.

Images of pupils will be stored securely, on a dedicated place on the school's intranet.

The most important aspect of taking any photographs or other images of children, is ensuring that parents and carers have given their consent for those images of their children to be taken and used (please see our Consent Form in Appendix 1).

USING IMAGES OF OUR PUPILS ON THE SCHOOL WEBSITE

Using photographs on the school's website should follow the same code of practice as illustrated above. However we are fully aware that using images of children on the Internet can present a clear risk of misuse by certain people outside the school's control.

Watermarking images may prevent the inappropriate downloading of images but this method is not foolproof. The fact is that anyone determined enough can break through any security system.

Our policy is to ensure that all parents and carers are fully aware that we may occasionally use images of children on our website and that their consent is explicitly requested for the use of images on the Internet (please see our Consent Form in Appendix 1).

PHOTOGRAPHS IN NEWSPAPERS

All schools welcome positive publicity in local or national newspapers and magazines and most parents and carers are delighted to see a photograph of their child in the newspaper. Newspapers do have their own code of conduct, with strict guidelines, regarding the photographing of children. The Press Complaints Commission Code of practice states that:

- Journalists must not interview or photograph a child under the age of 16 on any subject involving the welfare of the child or any other child in the absence or without the consent of a parent or other adult responsible for the child
- Pupils must not be approached or photographed while at school without the permission of the school authorities

The issue over using a pupil's photograph in a newspaper with that child's name is of some concern. However it is obvious that a photograph without a name or indeed without the name of the school is of little use to the newspaper and most parents and carers would much prefer the child's name to be included. Schools obviously benefit by having

the name of the school linked to the pupil. Our policy is to allow newspapers to use pupils' names with their photographs as long as parents and carers have given their consent (please see our Consent Form in Appendix 1).

PHOTOGRAPHING OR FILMING SCHOOL EVENTS

St James and St John School policy is to allow parents and carers to continue to take photographs and videos of school events. These events are important to the school, to pupils and to parents and carers and as long as parents and carers are aware of our expectations, we envisage no problems on this issue.

Advice from the NSPCC underpins our own policy:

- the school will provide a clear brief about what is considered appropriate in terms of content and behaviour when taking videos of school events
- the photographer/video operator will be given an identification badge
- children and parents need to know that someone is taking photographs or making a video of an event in order to be sure of full consent (this needs to be done in advance of course)
- unsupervised, one-to-one photographs of pupils are not to be permitted

SAFEGUARDS

If parents have any concerns about inappropriate or intrusive photography or video making, they should report the matter to the Headteacher, who will make a note of the incident in the same manner as when recording any issue of child protection.

Should video images or photographs taken at a school event be used by film companies or on television without consent, parents and carers can make a complaint to the Office of Communications (Ofcom).

PARENTAL CONSENT

The key to a common-sense approach to using images of children for school purposes is ensuring that all parents and carers are clear about the purposes of using pupils' images and that they have given full consent.

We feel that the most practical method of requesting consent from parents and carers is to ask them to read and sign a consent form which makes it clear:

- how and where the images will be used
- the types of images to be taken and used
- the period of consent (see below)
- the storage and deletion/destroying of photographs or other images

We request that parents and carers agree, in the consent form, to the school taking and using images of pupils throughout their career at the school.

Parents and carers can change their minds or opt out at any time should they wish and the school will record the names of any pupils for whom consent has not been given. Staff, working with parents and carers, will be responsible for ensuring those pupils' photographs are not taken or if inadvertently taken, are not used.

Consent forms will be retained on file until the child leaves the school.

EQUAL OPPORTUNITIES

Assuming consent has been given, we will ensure that any images displayed or published by the school will represent the broad range of pupils in our school.

All pupils regardless of gender, ethnicity and young people with disabilities will obviously be included in any in any photographs or other images of life at St James and St John School.

ROLES AND RESPONSIBILITIES

The Governing Body, working with the Headteacher, have the responsibility for ensuring that this policy is updated regularly and is in line with any new government legislation or LA guidelines and advice relating to using images of children in school.

APPENDIX 1: PARENT CONSENT FORM

St James and St John School occasionally takes photographs or videos of our pupils for a variety of reasons. In order to comply with the Data Protection Act 1998, we are required to seek the permission of parents and carers before we can take and use images of our pupils.

Below are listed the types of photographs/images which we may wish to take and use. Please tick the appropriate box.

- Individual / group photographs for classroom display
- General photographs of children working in classrooms or around the school
- Photographs of school events (e.g. Sports Day, Summer Fair, International Day, choir, soccer and cricket matches, etc.)
- Awards ceremonies (eg end of term services, Special Mentions assemblies)
- Photographs of external events (e.g. sports events, etc.)
- Educational visits
- Photographs / videos of school productions (theatre plays, pantomimes, etc.)
- Use of photographs on the school's website

All photographs and other images of children will be taken and used in accordance with the policy which accompanies this consent form.

I hereby give permission for the school to take and use images of my child(ren) as listed above and in accordance with the school's Photography Policy.

Name(s) of Child / Children _____

Parent Signature _____

Date _____

APPENDIX 2: CONSENT FORM - CONDITIONS OF USE

- This consent form is valid for the duration of the child's career at St James and St John School.
- We will not use your child's photograph after that time without your permission.
- Photographs not on display in the school or in school-related publications (e.g. Headteachers reports, school brochures, school historical records etc) will be kept in a secure place in school., usually office.
- We will only include a child's full name with photographs for press release (with your permission)
- We will not use the full name of a child in a school document or in a school display unless permission has been given by the child's parent or carer
- We may use group photographs for very general purposes such as displaying an image/photograph of a charity event or of a typical art lesson or Literacy session etc.
- We will only use images of pupils who are suitably dressed (i.e. no individual full length photographs of pupils in PE kit or swimming kit etc) in order to reduce the risk of those images being used inappropriately by others
- The school will take videos of school events which will be made available to parents and the fact that a video is being taken will be made clear to parents, carers and pupils before the event.