Photography & Digital Images Policy

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Appendix 1

Consent form for to use when children join the school, which also covers use of the images by Durham County Council
1. **Introduction**

This document provides guidance on the appropriate use of images of children at Sedgefield Community College. It covers still, video and electronic photographic images wherever they are used. The guidance is for all staff and governors who wish to use images of children and young people in education.

Sedgefield Community College need to make full and proper use of photographic images while meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership. These guidelines address these issues and give advice on good practice.

2. **Typical Uses of Photographs**

- For GCSE examination submissions e.g. videos of trampolining, athletics events.
- Key skills for PE.
- Performing and visual arts including dance and movement, concerts, drama performances, coursework use in GCSE Art, parent/carer/carer evenings.
- Sports events and sports fixtures and the use of photographic equipment by parent/carer and carers and children from the other school.
- Media including newspapers and school social media.
- Displays of children’s activities across school.
- Publications by the school and by Durham County Council.
- School and Durham County Council web-sites.
- Staff training and professional development activities.
- School publicity material.
- Time lapse photography for recording of building development
- Site security / CCTV videos.

3. **Governing Body**

The Governing Body should formally adopt these guidelines as policy and good practice and ensure that the Safeguarding and health and safety governor are aware of and support the policies and procedures.

4. **Ownership**

Human Rights legislation and the Data Protection Act 1998 give people specific rights and it is the right to ‘privacy’ that is the issue when using photographs. Sedgefield Community College must take steps that respect the rights of people in photographs.

The Copyright, Designs and Patent Acts 1988 moved the ownership of copyright to the photographer (or their employer) and away from the person commissioning and paying for the photographs, unless there is an agreement otherwise.
5. **Good Practice**

The following advice represents good practice in the use of photographic images involving children.

- When taking a picture the establishment [Sedgefield Community College] must obtain the consent of the person (if over 13 years of age) in the picture or from their parent or carer.
- Use the image in its intended context.
- Follow the commitment made in the consent forms:
  - not to use the photograph out of context;
  - not to use the photograph to illustrate sensitive or negative issues.
- When photographing children:
  - Ensure that parent/carers of young people have signed and returned the School consent form for general photography (see appendix 1).
  - Ensure all children are appropriately dressed.
  - Avoid images that only show a single child with no surrounding context of what they are learning or doing.
  - Photographs of three or four children are more likely to also include their learning context.
  - Do not use images of a child who is considered very vulnerable, unless parent/carers have given specific written permission.
  - Avoid naming young people. If one name is required then use the first name only where possible.
  - Use photographs that represent the diversity of the young people participating.
  - Report any concerns relating to any inappropriate or intrusive photography to the head teacher /Safeguarding Designated Person.
  - Remember the duty of care and challenge any inappropriate behaviour or language.
  - Do not use images that are likely to cause distress, upset or embarrassment.
- Regularly review stored images and delete unwanted material.

6. **Parent/carer Permission**

Use of images of children requires the consent of the parent/carer. Permission should always be obtained by using the form in appendix 1, when a child joins the establishment. The form covers Sedgefield Community College when using the photographs in publications and on web-sites.

When a parent/carer or child (over age of 13) does not agree to their child being photographed, the Student Services or admin team member updating the school information management system (SIMS) must inform staff, who in turn should make every effort to comply sensitively.

For example, if a child whose parent/carers have refused permission for photography is involved with a sports event, e.g. a football match, it may not be appropriate to photograph the whole team. Careful liaison with parent/carers is therefore essential. With discussion it may be possible to agree other options. The parent/carer/carer may accept a team photograph if names are not published or they may be prepared to relent if it affects the whole team.
7. **Inter-School Fixtures**

Apply these guidelines to inter-school events. If a vulnerable child is involved, it will be necessary to liaise with a member of staff from the other establishment so that they are aware of the wishes of the parent/carers of the child and seek the cooperation of the parent/carers of the opposing team.

8. **Teacher Training and Portfolios**

During teacher training and with newly qualified staff, colleagues need to compile portfolios with photographs of children during lessons. Staff should act responsibly in compiling these images. A member of the management team may wish to oversee the compiled images as part of the management process and consider their appropriateness.

9. **Displays in Schools**

Still photographs shown on displays and video clips available during open / parent / carers’ evenings should depict children in an appropriate way. They should not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Do not use photographs or images likely to cause embarrassment.

10. **Parent/carer/carers Evenings, Concerts, Presentations**

To allow the appropriate recording of children’s images by parent/carers:

- ensure that children are appropriately dressed;
- obtain parent/carers permission with the form in appendix1;
- be aware of any child who should not be photographed; and
- monitor the use of cameras and anyone behaving inappropriately.

11. **Practical Examination Evidence**

This covers the use of video material recording student’s level of performance in examined practical aspects, that are unable to be assessed during the moderating examiner’s school visit. The protocol laid down by the major exam boards is that this material should be returned to the establishment when the examiner has completed his / her judgments. It would therefore be good practice for colleagues to establish what will happen to the video evidence in discussion with the external examiner during their visit.

12. **Children Photographing Each Other**

This practice can occur extensively during offsite activities particularly during residential periods. Staff should maintain the supervision and management control specified in the Educational Visits Policy. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parent/carers are responsible for monitoring their child’s use of cameras and subsequent use of their images involved (see also section 15).

13. **Newspapers**

Several scenarios can occur:
1. Team photographs:

- When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur.
- If a parent/carer is not happy to have a child’s name printed on a photograph then consideration could be given to publishing the photograph with no names. The Headteacher should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
- If parent/carers of a child have indicated that the child is vulnerable and should not have a photograph printed then a team photograph may not be appropriate.

2. Photo opportunities:

- When the school invites a newspaper to celebrate an event, the head teacher should make every effort IN ADVANCE to ensure that the newspaper’s requirements can be met.
- Almost without exception, this means the paper will prefer to publish the full names of anyone in a photograph they print. The only exception to this might be (as above) in a larger group shot (e.g.: a group of more than 10 students).
- However newspapers usually prefer to work with smaller groups of students – e.g.: three or four – and for this number names would definitely be required.
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Newspapers will not print anonymous photographs. The school must give thought to this beforehand – and parent/carer permission / opinion must be their key guidance.
- This might mean offering only those children whose parent/carer/carers are happy for publication of photographs and names for inclusion in any photo opportunities.
- If this is not possible – for instance because a specific group of students have achieved something, and parent/carer permission re. the publication of full names is withheld for one or more of the group - it might be possible to negotiate a ‘first names only’ agreement with the newspaper.
- Otherwise the school must be prepared to forego newspaper publicity.

14. Use of Internet / Intranet Sites

Many establishments will have an internet / intranet facility. The site manager should know good practice and ensure that the establishment only uses appropriate images that follow this guidance. For example, if a child has successfully completed a gymnastics award, it would be appropriate to show the child in a tracksuit rather than leotard.

15. Mobile Phones

The use of mobile phones which contain cameras of photographic capabilities should not be taken out of bags or pockets when in changing rooms, toilets etc.

16. Close Circuit Television (CCTV)

Sedgefield Community College have a number of CCTV cameras around the building which are used for the following reasons:

- as part of the school’s processes for monitoring of student behaviour in order to ensure a safe and orderly environment for its students and staff.
• as part of the school’s processes for identifying perpetrators of vandalism.
• to provide evidence where staff, students, parents or third parties may be subject to potential malicious or deliberately inaccurate accusations.
• As an aid to members of staff with particular responsibility for behaviour management.
• For the prevention and detection of crime and to provide a safe and secure environment for users of the site.
• To monitor personal safety for site supervisors, caretakers, cleaners etc.
• To monitor site safety and security.
• As an effective deterrent for crime.
• As a means of crime reduction and discouraging trespass.
• As a method of controlling access.
• An aid to site management in monitoring incorrect parking, manoeuvring vehicles, delivery arrivals etc.
• to assist in the investigation of accidents, incidents and near misses.

The use of CCTV at Sedgefield Community College is governed by its ‘Use of CCTV policy’. 
How we use digital images of students

Like other schools, with parents’ consent we often use images taken of our students whilst they are involved in school activities. As well as using these images for teaching and training purposes, we also use them to help celebrate achievements and draw attention to special events. Images appear in a number of ways, for example, on our website, social media outlet, publicity materials, presentations and in displays around the school, whilst also occasionally in the press.

We promise that all images are used in a positive way to value children and their learning, and that they will only be used in direct connection with the school and with children’s learning.

We understand that in a few cases there are clear reasons why parents will not wish their child to be photographed or filmed. However, in order for us to be able to develop the use of images, we need as many parents as possible to give their consent for us to use images of their children.

Please support us by indicating on the ‘tick form’ below that you give your consent to us making and using images of your child as described. It would be appreciated if you can then return this form to your child’s Form Tutor.

Should circumstances change, and you would no longer like us to use images of your child we will of course act upon your wishes. Simply inform school if that situation occurs.

Thank you in anticipation of your support.

Consent to use images of my child as described in Sedgefield Community College policy.

Please tick one box below:

- I give my consent for my child to be filmed or photographed according to school policy.
- I do not give my consent for my child to be filmed or photographed.

Student name:
Tutor group:
Parent/Carer name:
Parent/Carer signature:
Date: