



USE OF IMAGE POLICY

DOCUMENT CONTROL

Version history

Version	Date	Author/Comments
V0.1	Sep 2018	Sara Nobili
V1.0	Oct 2018	Sara Nobili

Changes since last version

Version	Description
V0.1	Biennial Review
V1.0	Issued

Reviewers

Name	Role
Rachel Theobald	DSL
Elsbeth Mukerji	Deputy DSL
Date of Next Review	Oct 2020

Issue control

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Signature	<i>Gisela Renolds</i>
Sign off Date	10 th October 2018

INTRODUCTION

This policy details the rules governing photography and recording videos at Lancaster Steiner School, the distribution of these photos & videos, and their publication on the internet. This Policy has been updated in light of the General Data Protection Regulation (May 2018). This policy should be read in conjunction with the Acceptable User Policy and the Safeguarding and Child Protection Policy.

PHOTOGRAPHS AND VIDEOS

Taking photographs and video images of children's achievements and activities is a wonderful way of capturing a memory and promoting successes. This policy document explains, in detail, the school's requirement to obtain parental permission, while taking such images and the safeguards in place to ensure anonymity in their usage.

Typical Uses of Photographs/Videos at Lancaster Steiner School:

- For assessment purposes
- Learning skills and feedback
- Performing arts including dance and movement, concerts, drama performances, community events, assemblies
 - Nature walks and trips
- Media including newspapers and social media (school's Facebook and Instagram accounts)
- Displays in the school of children's activities
- Staff training and professional development activities
- School Newsletter
- Publicity through the school website

Good Practice In Using Photographic Images:

- Images are used only for their intended purposes
- If the full names of a child are used, no photograph will be used
- In activities such as dance and performances the content of the photograph will focus on the activity and not on a particular child
- Staff are only permitted to use school equipment for photography/video recording only (no use of personal devices)
- Images will be stored securely and used only by those authorised to do so
- Photographs of children who have left the school will not be used without additional consent and prior agreement
- Ensure file names given to electronic images of children do not identify the child e.g. not Mary Jones.jpg
 - Photographs of three or four children are more likely to also include their learning context
- Use photographs that represent the diversity of the young people participating

- Report any concerns relating to any inappropriate or intrusive photography to Designated Safeguarding Lead (DSL)
- Remember the duty of care and challenge any inappropriate behaviour or language
- No images of the children will be used on social networking sites without prior consent

SCHOOL WEBSITE AND SOCIAL MEDIA SAFEGUARDING

Any material published to the School website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent/carer has not given consent
2. It must not offer any means of identifying a child by name
3. It must not in any way embarrass the school, children or staff involved. Photos & videos intended for the school website should be taken either by member of staff, or another person (typically a trustee or volunteer) authorised by the College of Teachers
4. No image of a child subject to a court order, or a vulnerable child, will be used
5. Avoid images that only show a single child with no surrounding context of what they are learning or doing
6. Do not use images that are likely to cause distress, upset or embarrassment
7. Only images of children suitably dressed will be used

PHOTOGRAPHY OF CHILDREN BY PARENTS

Parents, carers and family are invited into Lancaster Steiner School for performances, festivals and other school related events.

Parents are not covered by the General Data Protection Regulation if they are taking photographs or making a video recording of their own child for private use. Parents at Lancaster Steiner School are therefore permitted to take photographs or make video recordings of their own child at school events, such as: concerts, festivals and other celebrations.

Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use. The General Data Protection Regulation considers an image of a child to be personal data and does not permit such photos or videos to be sold, put on public display or to be put on the internet. (Recording or photography other than for private use would require the consent of all the other parents whose children may be included in the images). Without this consent the General Data Protection Regulation would be breached.

For Health and Safety reasons, parents and family will be asked to remain in their seat when attending school performances if indoor. This ensures that children are kept safe, the performance is not disrupted and children and staff are not distracted. We also ask that parents do not use flashlight, bulky or noisy equipment.

We consider only family and carers as the appropriate people to use cameras or video recorders at school events. To avoid embarrassment, please do not ask anyone else to take photographs or make recordings on your behalf. We ask that parents identify to staff, in advance, any family member whom staff may not recognise. People that school staff do not recognise may be asked to stop using a phone, camera or video recorder.

PHOTOGRAPHY OF STAFF

Photographs and video images of staff are classed as personal data under the terms of the General Data Protection Regulation. Therefore, using such images will require the consent of the staff member concerned. Parents are not permitted to photograph/film members of staff at Lancaster Steiner School without consent.

MOBILE PHONES AND SMART WATCHES

Staff use of mobile phones is not permitted for Photography – please see our Acceptable use Policy for expectations regarding Staff use of Mobile Phones in School.

Pupils are not allowed mobile phones or SMART watches with a camera at school. Parents are requested to speak to the College of Teachers if, in exceptional circumstances, their child requires a mobile phone in school and in these circumstances, the phone will be left in the office during the school day.

PARENTAL CONSENT

On admission of a pupil to the school, parents/carers will be asked to sign a Photography and Images consent form in relation to their child being photographed at school or during school events. Parents will also be asked to give consent for use the images within school displays, newsletters, on the School Website and social media.

Responses to the photography consent forms are collated and all staff are made aware of the results. It is important that staff familiarise themselves with this information. If parents withhold consent for certain aspects of photography in relation to their child, this must be respected.

Where children are ‘Looked After’ schools must check consent on the corporate parent’s behalf with the social worker and there may be other situations, (in adoption placements or following a resettlement from domestic violence for example), where a child’s security is known by the class teacher to be at stake, indicating the need for extra care.

Families retain the right to withdraw consent at any stage, but they need to do so in writing.

THE STORAGE AND RETENTION OF PHOTOGRAPHY

Any digital images taken will be securely stored on the school network. All digital devices will be cleared of images on an annual basis. Any digital photography stored on the school network will be saved and removed if parents request us to do so. Where visual images however form part of the historical records of the school these may be retained for an indefinite period of time.

Printed photography must be maintained securely for authorised school use only and disposed of either by return to the child, families, or shredding as appropriate.

OFFICIAL SCHOOL PHOTOGRAPHS

At Lancaster Steiner School, we have at times invited an official photographer into school to shoot videos, take portraits/photographs of individual children and/or class groups. We undertake a risk assessment in terms of the validity of the photographer involved and establish what checks/vetting has been undertaken (DBS). Levels of supervision are appropriate to safeguard the welfare of children at all times when visitors are present on the school site.

EXTERNAL LINKS

Child Exploitation and On-line Protection centre www.ceop.gov.uk

Think you know - www.thinkyouknow.co.uk

The Information Commission website at www.dataprotection.gov.uk

Press Complaints Commission Code of Practice at www.pcc.org.uk/cop/cop.asp

Internet Watch Foundation at www.internetwatch.org.uk

APPENDIX 1
PHOTOGRAPHY and IMAGES CONSENT 2018 / 19

As part of our formative assessment and record keeping we take photos of children during their activities, these are used within school only either within the child's journal or in pupil files. These may include group shots. There are also times when we would like to take photographs of the children for our school displays and exhibitions, as well as the school newsletter and the website. There are also occasions when the local press wish to print articles/work and photos of the children in the local papers. This would involve either the name or a photograph of a child appearing on the school's website or social media accounts, in the school newsletter, within school or in a local newspaper. **If you are not willing for any or all of the above, please indicate this on the slip below.**

Photographic and images authority (including school website)

<i>(please tick where appropriate)</i>	I agree to: use of image	I agree to: my child being named
Within school for record keeping in journals		
In the school newsletter		
On posters and printed marketing material		
On the school's website		
On the school's social media (Facebook, Instagram etc)		
In media coverage of the school (eg local newspapers)		

Please note images on the school website and social media can be accessed / saved by others

(Name of child) _____ (Class) _____

I give authority for the school to show work, publish a photograph or name of my child as indicated above. **I understand that my child's name and photograph will not appear together.**

Signed _____ (Name)

As part of our ongoing publicity, we on occasion make short videos about our school, some of which may feature the children; these short video clips will be used on social media. We are asking for your permission to use your child /children within these clips.

I do / do not give permission for my child's / children's image to be used within a short video clip, which will be placed on social media and the school website for publicity of Lancaster Steiner School.

I do not wish my child's name or images to be used in any of the above

Signed _____ **(Name)**