



The Trent-Rylands Federation

Trent Vale Infant and Nursery School *and* Beeston Rylands Junior School



POLICY for the USE OF PUPIL IMAGES

- THIS DOCUMENT IS a statement of the aims and principles of the Trent-Rylands Federation for the use of pupil images by the schools.
- IT WAS DEVELOPED in 2008 through a process of consultation with staff and governors.
- IT WILL BE continuously reviewed, updated and approved by the Governing Body, Headteacher and Office Managers
- This policy will be REVIEWED ANNUALLY

Date of review	Autumn 2022	Autumn 2023	Autumn 2024
Signed			

This policy covers the use of photographs and videos that show children taking part in the life of our schools.

Introduction

Trent Vale Infant and Nursery School and Beeston Rylands Junior School believe that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements. We take photographs and videos for the following purposes:-

- Internal displays
- School website
- School social media
- School newsletter and local media

We only use images that the Headteacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.

Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and safeguarding issues.

Data Protection

- Photographs and videos taken for official school use are covered by the Data Protection Act (DPA) and having read this policy parents are asked to give their consent to school taking and using pupil images.
- Photographs and videos taken purely for personal use are exempt from the DPA.

Personal use example:

- A parent takes a photograph of their child and some friends taking part in the school Sports Day to be put in the family photo album. These images are for personal use and the DPA does not apply.

- Grandparents are invited to the school nativity play and wish to video it. These images are for personal use and the DPA does not apply.

The Act however, would be contravened if these images were published in the media or put on the web including social media.

Official school use examples:

- A small group of pupils are photographed during a lesson and the photo is to be used on the school website.
- Photographs of pupils are taken for an internal display.

This will be personal data but will not breach the DPA as long as the children and/or their guardians are aware this is happening and the context in which the photo will be used.

Media use example:

- A photograph is taken by a local newspaper of a school awards ceremony. As long as the school has agreed to this, and the children and/or their guardians are aware that photographs of those attending the ceremony may appear in the newspaper, this will not breach the DPA.

Safeguarding

We will only use images of children in suitable dress. The Headteacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's Designated Safeguarding Lead and/or the police as appropriate.

Individual pupils will not be named in conjunction with their image if it is used externally. Internally images can be named with the child's first name and initial of their surname if necessary.

The school reserves the right to ask any individual to stop using a camera if they are not known to the school, if they become intrusive or if they appear to be invading children's privacy.

Children may take photographs on school visits. However, cameras will be confiscated if their use is deemed to contravene any aspect of this policy. Mobile phones are not allowed to be taken on school visits.

External photographers

If the school invites an external photographer to take photographs within school, we will:

Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour

- Issue the photographer with identification which must be worn at all times.
- Let children and parents know that a photographer will be in school.
- Not allow unsupervised access to children or one-to-one photo sessions.

OTHER POLICY DOCUMENTS THAT UNDERPIN THIS POLICY FOR THE USE OF PUPIL IMAGES

- CONFIDENTIALITY POLICY
- COMPLAINTS PROCEDURE
- CHILD PROTECTION AND SAFEGUARDING
- PRIVACY POLICY



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USE OF PUPIL IMAGES IN SCHOOL

Name of Child _____

I have read and understood the content of the Trent-Rylands Federation policy for the use of pupil images in school. The following permission lasts until my child leaves school at the end of Year 6 unless otherwise instructed.

I give permission for:

☐

My child's photograph and/or video recording to be used responsibly within school, on school website and within the wider community to promote the school – e.g. social media

☐

Photographs and/or video recording **only** to be used within the school grounds and not on the website or elsewhere.

☐

I do **NOT** given permission for photographs or video recording to be taken of my child.

Name of the person responsible for the child:

Relationship to the child:

Signature of the person responsible for the child:

Date:
