

NORTON INFANT SCHOOL

POLICY DOCUMENT

PHOTOGRAPHIC AND VIDEO IMAGES

INTRODUCTION:

There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

Under the terms of the Data Protection Act 1998, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

PARENTAL PERMISSION:

All parents and carers will be asked to sign a consent form allowing their child to be photographed or recorded while taking part in school activities, and for the image to be used within the school. This form will be given to the parents or guardians of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

SCHOOL PERFORMANCES:

We will allow video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent.

The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images.

THE INTERNET:

Only appropriate images will be used on the school Internet site, and children will not be identified by their name or address on the school website.

MOBILE PHONES:

We do not allow children to bring mobile phones into school. Adults may bring mobile phones, but must not use them to take pictures of children.

THE PHOTOGRAPHY, FILMING AND VIDEOING OF PUPILS (DMBC GUIDANCE):

The development of digital technology (e.g. digital cameras, camcorders and software analysis programs) has opened up an exciting and highly effective way of enhancing learning in schools. PE and other physical activity are areas in which a great deal of visual learning takes place. Digital photographs and video clips can provide pupils with clear images of performances and specific techniques, as well as immediate visual feedback on their own movements. New software enables this process to be managed easily during physical-education sessions, school sport and off-site activities. Non-digital photography should also adhere to these guidelines where applicable.

However, certain **procedural and protocol issues** need to be addressed to ensure that digital images are managed effectively and securely. This is particularly important since images can now be transmitted and manipulated easily. Great care should be taken to safeguard children and young people when storing and using digital images in an educational context.

In-house use of digital imagery may occur within a school or group of schools as part of a defined educational project or partnership (e.g. between a secondary school and its feeder primary schools). The way the images are used should be controlled by the school or project manager at all times.

Access to images should be controlled by authentication mechanisms (e.g. password protection and/or identification of specific computers). Manipulation of images needs to be restricted to appropriate formatting and display purposes (e.g. to enhance the content for educational use). Staff should be aware of the dangers of distributing the images via email or CD-ROM. This leads to a loss of control of the images by the user group.

The following filming guidelines could be followed:

- a) Arrange clutter-free backgrounds to focus the attention of the learner on the specific performance issues.
- b) Care should be taken over the angles chosen for filming, in particular higher risk sporting situations (ie swimming, gymnastics, trampolining, some athletics events).
- c) Profile shots of children and young people (side on) are generally more informative and less prone to risk of misuse.
- d) Filming pupils on poolsides should be avoided.
- e) Some specialist sports clothing (e.g. swimming costumes, gymnastic leotards) can create added risk and care should be taken to ensure that images cannot be misinterpreted.
- f) Names of pupils should not appear in images used on websites. If this is not possible, the images should not be used.

Staff should be aware that **parents are entitled to take photographs, film and video of their children** taking part in sport and other physical activities. This does not contravene the Data Protection Act.

MEDIA PUBLICATIONS:

Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the school may have raised money for a charity whose representative wants to receive the donation in person. In this situation, where children's images might be made public, the school will inform parents and carers of the event in advance, and allow them to withdraw their child from the event if they so wish. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

MONITORING:

This policy will be monitored by the governing body and revised as appropriate, and not less than two years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the Headteacher.

Julie Joy
Headteacher
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