

PHOTOGRAPH POLICY AND PARENTAL PERMISSION FORM

BARWELL CHURCH OF ENGLAND ACADEMY **PHOTOGRAPH & VIDEO RECORDING POLICY**

* The word image is used here to include photographs, digital photographs, webcam, film and video recordings.

Introduction

Barwell Church of England Academy believes 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 only use images that the Head Teacher 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 children's and parents' rights of privacy and to minimise the risks to which children can be exposed to through the misuse of images. The policy takes account of both data protection and child protection issues.

Data Protection

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of a parent, guardian or carer.

In seeking consent we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies.

All images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left school without express permission.

Child Protection

We will only use images of children in suitably modest dress. The Head Teacher 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 use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated person, the LA, Social Services and/or the Police as appropriate.

Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

Website

We will adopt the same principles (above) when publishing images on the Internet as we would for any other kind of publication or publicity material. However, the school recognises that there is less control over who may access web-based images, and therefore potentially a greater risk of misuse of images, via the Internet. We will therefore give specific consideration to the suitability of images for use on the school's website.

Images, and accompanying details, will only be used in line with Government guidance as explained on the Department for Education and Skills Superhighway Safety (<http://safety.ngfl.gov.uk/schools>)

- Where children can be identified from photographs their full names and/or classes will not be given
- Children will only be photographed in appropriate clothing (photos of swimming etc will not be used)

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Webcams and Mobile Phones

Webcams and mobile phones can be used to take images without people’s knowledge. The school’s policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.

Children are only permitted to bring mobile phones to school after completing a contract, and on the understanding that the phone is handed into office or class teacher to be locked away throughout the school day. Misuse of a mobile phone on school property will be regarded as a breach of school discipline and dealt with accordingly.

External Photographers and Events

If the school invites or permits 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 attendance at an event and ensure they have signed the consent form as part of the school entry procedure.
- Not allow unsupervised access to children or one-to-one photo sessions at events.

The same conditions apply to filming or video-recording of events.

Please note that photographs taken by journalists are exempt from the Data Protection Act.

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CHILD’S NAME: CLASS:

This permission document will cover all of your child’s time at Barwell Church of England Academy.

If you wish to amend your permission in future please inform the school in writing.

I have read the School Photograph Policy

I give permission for my child to be photographed and / or videoed at school, individually or within a group, and for these images to be used on school displays, on the school website and on school promotional documents in line with the school photograph policy.

Signed (Person with parental responsibility for the above names child)

Name Date: