

Broughton Fields Primary School



Photographic and Video Image Policy

October 2024

Next Review Date October 2026

Under the new GDPR regulations, all photographs and video images of children and staff alike are classified as personal data.

Displaying and using personal information about pupils counts as data processing. You need to have a 'lawful basis' (or reason) under the GDPR in order to do this, and in school, this means the ability to do our 'public duty' (see later paragraph). Beyond this duty, no image can be used for display or for school publicity etc, unless consent is given by or on behalf of the individual concerned.

We must be mindful of the need to safeguard the welfare of children in our care. 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. The policy will apply to all forms of publications; print, film, video, DVD, on websites and in professional media.

Parental permission

- All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be published in public places (including the school website).
- This form will be given to the parents or guardians of all children joining the school. The consent form will hold for their child's entire time at this school, unless otherwise stated by the parent/carer. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, trips, etc., and to use these pictures externally. 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.
- An up to date list of any non-consenting families will be kept for reference.

Guidelines

- The aim of the school is to have a responsible, practical approach to the taking and use of photographic images of children and to honour their obligation of duty of care to all pupils. The welfare and safety of the children will always be uppermost in the schools decision making.
- Captions used will not identify individual children and no personal details will be included, except where specific permission has been given, and in the case of our 'public duty' (see below).
- Images will not be used for anything that knowingly may cause offence, embarrassment or distress to any individual or their parent/carers.
- Photographs of children subject to court orders will not be permitted.

- Only images of pupils in relevant dress will be used in order to reduce the risk of inappropriate use of such images. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.
- Where images of children on out of school visits are to be posted to social media such posts will not be made until the children have left that location. The only exception will be where children are in a dedicated “centre” for a residential visit.

Public duty

- Photographs and images can be used in many ways in and by the school including children’s work, class work and displays, school records and publicising the school. Where photos are required as part of curricular records, like in the Early Years Foundation Stage, or a video is an element of assessment in a lesson like drama, PE or science, this is known as a ‘public task’, as the photos or videos are necessary to fulfil your function as a school, and hence the GDPR guidelines state that we do not need permission for these. Other such examples, **where the photo stays exclusively in school** and is needed for information purposes includes photos identifying children with medical concerns and those with educational roles and responsibilities within school.

School performances

- We will allow video and photographic recordings of all school performances on the clear understanding that those doing so undertake not use them in any inappropriate way and that they will be used for “internal family purposes” only and will not be otherwise sold or distributed.
- 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 Website and Social Media

- Only appropriate images, with the relevant parental permission, will be used on the school website and all other social media outlets, and children will not be identified by their name.

Use of digital photographic enabled equipment in school

- There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work or geography or science fieldwork.
- Images will be made only as appropriate for school-related activities as part of our public duty.
- Children will be taught how to take pictures, but we will discourage them from taking pictures of each other, and they will be supervised by an adult when they have access to a digital photographic equipment

Media publications

- Some images may be taken for the purpose of journalism E.g. local or national media visit the school to follow up a news story, to do with a notable achievement by a child or a group of children from the school. In this situation, where children's images might be made public, the school will inform parents of the event in advance, and allow them to withdraw their child from the event if they so wish. However, those children whose parents/carers have refused permission for their child's image to be used in such a way would need to be excluded from media coverage.
- Media outlets 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.