



## **Policy on Photographic and Video Images (Including Use of Social Media and all Electronic Communication)**

**Reviewed October 2016**

### **Introduction**

Incorporated into this Policy is the ODST Social Media Guidance Jan 2015 document which must be referred to at all times.

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 videoed while taking part in school activities, and for the image to be used within the school and the school community, for example the termly Newsletters which record the work of the school and are much valued by parents. 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 be in published pictures.

Teachers, volunteers and parents who pass images to the school office are required to delete those images from their own cameras, computers, mobile phones etc. Such images are regarded as part of the work of the school and as such are stored in the office computer and are used only for school purposes.

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**

Parents are permitted to take photographs of their children at the end of performances, **not** during them as this adversely affects the standard of performance. The school, on occasion, videos a production and makes it available for parents.

## **Mobile Phones/Cameras**

We do not allow children to bring mobiles or other cameras into school. Adults may bring mobile phones, but must not use them to take pictures of children if we have had to apply the ‘no photograph/video’ rule.

## **Use of Images – Mobile Phones/Computers**

Staff must *not* store images on their personal equipment. Images *must* be e-mailed to the school office where they will be stored in compliance with Data Protection rules.

All staff should only use their assigned Hendreds email addresses for any aspect of school business. Governors are also given a Hendreds email address to enable them to maintain an appropriate level of confidentiality.

Staff must *not* send images or other information to third parties (e.g. parents) or social networking sites, unless for proper procedures e.g. working with other professionals.

Staff need to take particular care about the use of social media sites with friends/relatives/parents of children in the school; staff need to consider carefully the boundaries when possibly pressured by parents or children to pass on images outside of our normal arrangements.

Any electronic communication must go through the Head/office; teachers cannot promote/recommend/organise any electronic communication without it being discussed first.