



# Ryhope Infant School Academy

## Use of Digital Imagery in School Policy

**Updated:** November 2021

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**Ratified by:** Governing Body

**Review Date:** November 2022

There are many occasions where digital images are taken and used as part of educational life. Ryhope Infant School Academy's privacy, child protection and data protection duties require us to minimise any risk that may result from the misuse of images.

**The purpose of this policy statement is to:**

- protect learners who take part in Ryhope Infant School Academy's services, events and activities, specifically those where photographs and videos may be taken
- set out the overarching principles that guide our approach to photographs/videos being taken of learners during our events and activities
- to ensure that we operate in line with our values and within the law when creating, using and sharing images of learners.

**This policy statement applies to all staff, volunteers and other adults associated with Ryhope Infant School Academy.**

**Consent to take images**

- Written permission from parents or carers will be obtained before images of children are taken for any purpose
- Parental permission will be sought on Induction and parents can select whether they agree to photos being used on social media, website and press.
- A record of all consent details will be kept securely on file
- Permission can be withdrawn by parents/carers at any time, and for particular events and in retrospect.
- All relevant images will be removed and disposed of and the record will be updated accordingly

**Taking Images**

- Only official school owned equipment will be used to capture images of children for official purposes
- Members of staff will model positive behaviour to the children by asking permission before they take any photos
- Careful consideration will be in place before taking photos or recordings of very young or vulnerable children
- Images will not be taken of any child against their wishes - a child's right not to be photographed is to be respected
- Photography is not permitted in sensitive areas such as changing rooms or toilets.
- The school will only use images of children who are suitably dressed
- The Headteacher reserves the right to view any images and to withdraw a member of staff's authorisation to take images

**Storing Images**

- All images will be securely stored with encryption enabled on devices including laptops, tablets, cameras, USB memory sticks etc.
- Photographs will be deleted when the child leaves the school (other than those who have given permission for use on the school website, social media and marketing materials).

**Use of Images**

- Images or videos will be selected carefully when used
- Staff should check if they have permission to use the images for the purpose intended.
- Children's' first names will only be used on images

### **Training and procedures**

- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities
- All members of staff will ensure that all images are available for scrutiny and will be able to justify any images in their possession
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use.
- The school will ensure that images are held in accordance with the Data Protection Act and suitable child protection requirements are in place
- The decision as to whether Parents/carers are permitted to take photographs or video of events for personal use will be taken on an event by event basis Use of Photos/Videos by Parents/Carers
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time with consideration being given to safeguarding, Health and Safety and parental wishes
- Parents/Carers will be informed if permission has been given or withdrawn to take photos or video at the beginning of an event
- Parents/Carers are requested not to share photos that include children other than their own on social networks unless they have the permission of all the relevant parents/Carers
- Parents/Carers may contact the Headteacher to discuss any concerns regarding the use of images

### **Use of Photos/Videos by Children**

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras and tablets, such as places children cannot take a camera or tablet (e.g. unsupervised areas, toilets)
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and tablets
- Photos taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens

### **Use of Images of Children by the Media**

- The identity of any press representative will be verified
- No authorisation will be given to unscheduled visits by the press under any circumstances
- Where a photographer is invited to celebrate an event, every effort will be made to ensure that they will meet previously agreed agreements between parents/carers and the school
- Full names will only be used with the agreement of the child/parent/carer
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith

### **Use of Professional Photographers**

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the schools Online Safety policy
- Photographers will be required to comply with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent
- Photographers will not have unsupervised access to children and young people

### **Data Protection**

All images taken by the school will be used in a manner respectful of the Data Protection Act