



Cheam Park Farm Infants School



Photography at School Policy

Introduction

At Cheam Park Farm Infants School, we recognise that parents/carers may wish to take videos or photos of their children participating in school events. However, we are also sensitive to the wishes of parents who are concerned about the use of such content and may not want their children to be photographed or filmed. Taking photographs at school events is an increasingly sensitive area as it is now much easier for photos and video to be used and distributed inappropriately, both online and in print. School events can include, but are not limited to, concerts, performance events, sports events, school fairs, educational visits and trips etc.

Cheam Park Farm Infants School has implemented a policy on the safe use of cameras/videos by parents/carers to reflect the protective ethos of the school with regard to pupil safety.

In order to ensure that as far as possible the use of photography and video is used safely in connection with school events, the policy provided below should be followed. This policy is applicable to all forms of media, including, film, print, video, DVD and websites.

According to the Department of Education, photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, the use of such images for school publicity purposes will require the consent of either the individual concerned or, in the case of pupils, their legal guardians. At Cheam Park Farm Infants School we do all we can to keep children safe, and protect their privacy as far as we can. The School always asks permission before allowing photographs of children that may be used by the media or uploaded onto the school website.

1. Use of Media

Photographs and digital recordings taken by school staff are used within the curriculum.

In the Foundation Stage, adults take and use photographs of the children in their 'Learning Journeys' as evidence of their development. Often children may be present in a photograph which is placed in another child's 'learning journey', this cannot be avoided. Photographs of the children are added to their 'Learning Journeys' are kept in school as evidence until the end of the Foundation Stage and are then sent home. Electronic Learning Journeys are emailed to parents on a half termly basis. Also, children will often use photographs of themselves and their peers in their independent work

In Key Stage 1, photographs are taken for use in sharing assemblies, to highlight significant events such as themed weeks and school trips and to reinforce selected pieces of work. Similar protocol follows as for the Foundation Stage.

All the photographs taken by the school staff are stored on the school's secure network and will be deleted regularly. Photos are kept to provide evidence and support learning.

The Governors have also considered wider aspects of visual records, such as the filming of school productions. They considered the feasibility of making an "official" school DVD for purchase by parents in lieu of the informal photos or recordings they take themselves. However, the cost would be a burden to parents, and the record

would be an impersonal one. The School has no control over the use of films or photographs taken by parents at such events as Christmas or school-leaving shows and cannot take any responsibility for inappropriate use. In an age of palm-held recording cameras, photo phones and social networking, it is impossible to ban filming or photography, nor would the School wish to prevent parents from making their own record of their children's participation in such school activities

Therefore, we ask parents who wish to do so to bear in mind the following points for the protection of all children at the school:

- Please focus on your own child/children in close-up shots and try to limit images of other children to distance only.
- Try to limit distribution of photographs/videos/DVDs to your immediate family – the cuter the photograph, the more appeal it has, and the wider the distribution, the more risk there is of it appearing on an inappropriate web-site.
- If you provide a costume for your child in a school production, please consider that it is possible that he or she could be caught on camera during a school show, and that people other than those directly connected with the school may see it.
- Children should always have the correct P.E. kit in school including shorts and t. shirts which can be worn when necessary.

Parents/carers co-operation and consideration will help us to continue to keep your children safe while at school.

Parents/carers should seek permission from the School to take photographs/videos at school events for their personal use only and are discouraged from copying and circulating these (including, on the internet). The same applies to photos taken on personal mobile phones or tablet devices.

2. Parental Consent

Written permission must be sought for children to be photographed (including video) during school events. Parents are required to provide consent to gain permission to publish photographs in public or on a website. Please see Appendix 1. If there is a disagreement over consent, it will be treated as if consent has not been given.

3. Use of Images in Publication and on the Internet

If the school wishes to use images/video footage of pupils in a publication, such as the school website written permission will be sought from the parent/carer of the pupil.

- Children's names or other details will not be included in photographs of children published on the school website.
- Only images of children appropriately dressed will be used to reduce the risk of images being inappropriately used.
- The school will ensure that any images/video of children are stored securely and used only by authorised individuals. Electronic images are to be stored on a secure network so that they are not accessible to members of the public.
- The School will not use an image of any child who is subject to a court order.
- The School will not use photographs of children or staff members who have left the school without their consent.

Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the Headteacher.

4. Use of a Professional Photographer

If Cheam Park Farm Infants School decides to use a professional photographer for school events, the School 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 consent to both the taking and publication of films or photographs.
- Not allow unsupervised access to children or one-to-one photo sessions at events.
- Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photographs for any other purpose.
- Ensure that the photographer will comply with the requirements set out in the Data Protection Act 1998.
- Ensure that if another individual, such as a parent or Governor, is nominated to be the photographer, they must be clear that the images are not used for any other anything other than the purpose indicated by the school.

5. Filming at a Performance

If the School permits parents/carers to take photographs or video during a performance, the following must be adhered to:

- Remain seated while taking photographs or videos during concerts, performances and other events.
- Minimise the use of flash photography during performances.
- In the case of all school events, make the focus of any photographs or video your own children.
- Avoid disturbing others in the audience or distracting children when taking photographs or video.
- That any and all images and video taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- In certain circumstances, refrain from taking further photographs and/or video if and when requested to do so by staff.

Monitoring and review

This policy is monitored by the Governing Body and will be reviewed every three years, or earlier, if necessary.

Adopted by staff and Governors.

Children, Families and Community Committee

Signed

Date:

Date of next review: Autumn 2018

Appendix 1



Cheam Park Farm Infants School



Name of Pupil: _____

Class: _____

Dear Parent,

Please understand that occasionally, photographs of your child at school may be used in printed publications like the school newsletters, project display boards or on the school website. Video or webcam recordings may also be used for school educational purposes.

Our school may also be visited by the Media in order to celebrate a particular achievement or as part of footage for a high profile event.

To comply with the Data Protection Act 1998 and to protect your child's interest, please read the Conditions of Use (overleaf) and complete and submit the form below. The school has outlined how it uses media at our school in our Photography at School Policy, which can be found on the school website.

Please tick the relevant boxes where you give your consent to photographic images of your child being used. Please also indicate whether you consent to your child's name being associated with their image.

	Agree to: Use of Image	Agree to: My Child being named
In school materials aimed at the school community e.g., newsletter, displays around school.		
On the school website		
In media/press coverage of the school		

I confirm that I have read and agree to the terms contained within this Consent Form. In addition, I support the school's Photography at School Events Policy

Parental Signature: _____

Date: _____

Name (Please Print): _____

Conditions of Use

1. This form is valid for the period of time your child attends school, beyond which any images or video of your child will not be re-used.
2. The school will not reveal the personal details or full name of your child in a photographic image, on video, on our website, in the school prospectus or in any of our other printed publications.
3. The school will not include personal email or postal addresses, or telephone or fax numbers on video, on our website or in printed publications.
4. If the school uses photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption.
5. The school will not use photographs in any form of internal or external publication where we do not have consent or where there is written objection from a parent/guardian.
6. The school will not use photographs of pupils in inappropriate clothing.
7. Parents/carers will be reminded annually about the form, and will be given an opportunity to reconsider their consent. Parents/carers can withdraw their consent at any time by submitting their request in writing.