



Priory Infant School

Image Use Policy

The Headteacher as Designated Safeguarding Lead (DSL) is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school.

This includes the management, implementation, monitoring and review of the school's Image Use Policy.

All images and video taken by the school will be used in a manner respectful of the eight data protection principles.

This means that the images will be:

- Fairly and lawfully processed
- Processed for limited, specifically stated purposes only
- Used in a way that is relevant, adequate and not excessive
- Accurate and up to date
- Kept on file for no longer than is necessary
- Processed in line with an individual's legal rights
- Kept securely
- Adequately protected if transferred to other countries

Consents:

- Trudie Miller – ICT administrator keeps and updates record of parental consent.
- Written permission from parents or carers will be obtained before images/videos of children are electronically published by the school.
- Written parental consent will be sought to take and use photographs and video offsite eg. For training or marketing purposes.
- Written consent will be kept by the school where children's images are used for publicity purposes (eg. brochure) until the image is no longer in use.
- Written consent is required for a child's photo to be taken by press photographer and whether child's name can be published with the photo
- Parental permission for the above will be sought on admission to the school and updated as required
- A record of all consent details will be kept securely on file. Should permission be withdrawn at any time then all relevant images will be removed and disposed of and the record will be updated accordingly.

Taking and storing images/ video:

- Images will not be kept for longer than is necessary.
- Only school owned equipment will be used to capture images of children for official purposes. Use of personal cameras or mobile phone cameras is prohibited by staff at all times

- Images will not be taken of any child against their wishes.
- Trudie Miller – ICT administrator will ensure that all photographs are permanently wiped from memory cards, computer hard drives, portable hard drives and other relevant devices once the images are no longer of use.
- All images will remain on site at all times unless prior explicit consent has been given by Headteacher (as DSL) and a secure encrypted system is used. Any memory stick, CD or storage device containing images of children to be taken offsite will be suitably encrypted
- Printed photographs will be disposed of when no longer required. They will be returned to the parent / carer or shredded.
- The Headteacher (as DSL) reserves the right to view any images taken and to withdraw or modify a member of staff's authorization to take or make images at any time.

Using images:

- Images or video that include children will be carefully selected when used online and will not provide material that could be reused
- Children's names will not be used on the website in association with photographs
- No **personal** addresses, emails, phone numbers etc are to be included in any school publication or website
- The school will only use images of children who are suitably dressed
- Children's work / names will only be published on the website with parental consent
- The school will only take images of children for the following reasons:
 - For aiding teacher assessment
 - For aiding teacher development and CPD
 - As part of the taught curriculum
 - As a record of achievement
 - As a record of a school event
 - For use in the school brochure
 - For use on display in the school

Use of photos/videos by parents and carers

- Parents and carers are permitted to take photos and video for private use only.(Reminder posters will be displayed in school)
- Parents and carers are permitted to take photos or make recordings within the designated areas of the school and at designated times. The opportunity to take photos/video can be reserved by the school on health and safety grounds
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the Headteacher to discuss any concerns regarding the use of images.
- If the school decides to create DVDs of school productions these will only be available to parents after specific permission is sought from all parents of children who take part.

Use of photos/videos by children

- Children will not use cameras unsupervised
- Children will only take photos/videos for curriculum use

- Children will be taught to ask permission before they take photos
- Photos taken by children will be processed and managed in accordance with the guidelines above

Use of images of children by the media

- Parental consent is required for a press photographer to take an image of a child as part of a school event
- Parental consent is required for the pre-agreed accepted amount of personal information that can be published alongside photographs
- The identity of any press representative will be verified and access will be upon invitation only to a specified event. No authorization will be given to unscheduled visits under any circumstances.
- Every effort will be made to ensure the press abide by the guidelines above. No responsibility or liability can be claimed for situations beyond reasonable control, and where the setting is considered to have acted in good faith.

Use of professional photographers

- Professional photographers who are engaged to record any events will be expected to work according to the terms of the school's online safety policy
- Photographers will sign an agreement which ensures compliance 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 at any time

Use of CCTV

- All areas which are covered by CCTV will be well signposted. Signs on school entrances clearly state that the school uses CCTV. CCTV cameras are appropriately placed within the school setting.
- Recordings are retained for a limited time period only (maximum 30 days) all recordings are erased before disposal.
- Regular auditing of stored CCTV images will be undertaken by Site Manager.
- Any recorded images of criminal activity taking place on the school site will be referred to the police or appropriate agency.

Use of webcams

- Webcams are not currently used

Policy written by: Tracey Jones (Headteacher/ DSL)

This policy is reviewed annually as part of Child Protection (Safeguarding) Policy and Online Safety Policy