



Barrow CEVC Primary School

Inspire, Create, Discover, Together

Colethorpe Lane, Barrow,
Bury St Edmunds, Suffolk IP29 5AU

01284 810223
admin@barrow.suffolk.sch.uk
www.barrowcevcprimaryschool.co.uk
Headteacher: Mrs H Ashe BA (Hons)



Photographic Images Policy

Originated by:	Helen Ashe
Reviewed by:	Lucy Smith
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Distributed to:	All staff
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Adopted at Governors' Meeting	29th June 2023
Signature of Chair of Governors:	
Next review date	Summer 2024

1. Introduction

This policy document provides guidelines on the use of photographic images of children in this School. It covers still, video and electronic photographic images, wherever they are used.

The School recognises the need to make full and proper use of photographic images while meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership. With child protection, there are some circumstances where the location of a child must not be disclosed. So care must be taken that this is not inadvertently revealed by the child being in a photograph (even with other children) and then this photograph being shared or publicised.

These guidelines address these issues and provide advice on good practice and is in line with the principles of GDPR. This guidance has been endorsed by governors with responsibility for child protection and has been approved by the Governing Body of the School.

2. Typical uses of photography in this School will include:

- Assessment and evaluation purposes e.g. recording children with evidence of their work.
- Video based learning in PE, or therapy sessions, providing records that can be used for analysing performance and progression.
- Film making across the curriculum
- Displays in the school in classrooms and corridors.
- School publications e.g. newsletter, brochure etc.
- School website and Twitter
- Staff training and professional development activities.
- Performing arts records e.g. concerts, sports and drama performances
- Sports days and sports fixtures and the use of photographic equipment by parents and carers.
- Media and promotion articles and publications.

3. Ownership

GDPR legislation gives people new rights and it is the right to 'privacy' that is the issue when using photographs. The School will seek individual parent/pupil opinions on this matter on admission to the School. Any request to change this opinion can be made, at any time, by notifying the Headteacher, in writing.

5. Parental Permission

Parental permission will be obtained by using the schools data collection form, when a child joins this School. Parents will be notified that should they wish to change their permission this can be done at any time and they should inform the Headteacher in writing.

Where a parent has not agreed to their child being photographed, the Headteacher will inform all staff. The master list of parental wishes can be accessed via the office. Every effort will be made to comply sensitively with parental requests, e.g. if a child whose parents have refused permission for photography is involved in a sporting event, it may not be appropriate to photograph the whole team. In these incidents, careful liaison with parents may enable the school and parent to reach some agreement with other options.

4. Good Practice

The school will:

- Ensure parents/carers have signed and returned the consent forms for using images of children and will follow the parental/carer requests made in the consent forms.
- Follow the conditions of use as set out in the consent form.
- Not use any photograph out of context.
- Not use any photograph to illustrate sensitive or negative issues.
- Avoid naming pupils – if one name is required the first name only will be used where possible.
- Ensure all pupils are appropriately dressed.
- Avoid images that only show a single child with no surrounding context of what they are doing/learning.
- Not use images of a child who is considered to be vulnerable, unless specific permission has been sought.
- Report to the Headteacher any concerns relating to inappropriate or intrusive photography and challenge any inappropriate behaviour and or language.
- Not use any images likely to cause distress, upset or embarrassment.

6. Inter-school Activities

If a vulnerable child is involved, it will be necessary to liaise with a member of staff from the other establishment and possibly seek the cooperation of parents from the other schools.

7. Staff Professional Development Activities

Occasionally staff and colleagues, whether training or qualified, need to complete portfolios of work they have undertaken within the school. This may include photographic documentation.

Any staff compiling such a portfolio will have discussed the project with a member of the leadership team who will oversee the compiled images and consider/approve the appropriateness of the project.

8. Displays

Still photographs on wall displays and video clips are used for assemblies or open evenings and must always depict children in an appropriate way. They must not display children in

inappropriate or revealing clothing. Photographs or images likely to cause embarrassment will not be used.

9. Parents Evenings, Concerts, Presentations

To allow the appropriate recording of children's images by parents/carers, we will:

- Ensure that children are appropriately dressed for the activity.
- Monitor the use of cameras and challenge anyone behaving inappropriately.
- Specifically request that parents only share images of their own children on social media.

10. Children Photographing Each Other

This practice can occur during off site activities, particularly during residential trips. Staff will maintain the supervision and management control specified in the "Offsite Activities Guidelines 2003". There may be incidents where pupils take inappropriate photographs. Staff will endeavour to ensure this does not happen and that pupils are provided with information and strategies to safeguard themselves. Ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images.

The use of mobile phones which contain cameras or photographic capabilities will not be permitted in changing rooms, toilets or bedrooms with the exception of the dedicated times allocated for children to phone home when away from School on residential visits.

11. Newspapers

Several scenarios can occur:

a) Team photographs

- When everyone is prepared to allow team photographs and full names to be published. In this situation, publication can occur.

- If a parent is not happy to have a child's name printed on a photograph, then consideration could be given to publishing the photograph with no names. The teacher overseeing the photographer should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.

- If parents of a child have indicated that the child is vulnerable and should not have a photograph printed, then a team photograph may not be appropriate and alternative photographs should be used.

b) Photo opportunities

- If the School invites a newspaper to celebrate an event, the organising teacher should make every effort IN ADVANCE to ensure that the newspaper's requirements can be met.

- Newspapers often prefer to publish the full names of anyone in the photograph they print. Exceptions to this might be in a larger group shot (e.g. a group of more than 10 children). However, newspapers usually prefer to work with smaller groups of children, e.g. three or four and for this, number names may be required.

- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Consideration must be given to this beforehand and parental permission/opinion must be the key factor.

- This might mean only offering the opportunity to be photographed to those children whose parents are happy for publication of photographs, together with names.

- If this is not possible, for instance, because a specific group of children have achieved something and parental permission, re the publication of full names is withheld for one or more of the group, it might be possible to negotiate a 'first names only' agreement with the newspaper.

12. Use of Internet

See the school's Online Safety Policy for further details.

13. Review of Policy

The content of this policy and its guidelines will be reviewed every 2 years.

EQUALITY IMPACT ASSESSMENT

Part A :- SCREENING EIA							
General Information							
1. Title of the policy or practice being assessed:							
Photographic Images Policy							
2. Aim(s) of the policy or practice being assessed:							
This policy document provides guidelines on the use of photographic images of children in this School. It covers still, video and electronic photographic images, wherever they are used.							
3. Type of policy or practice being assessed:							
Existing				Proposed			
<input type="checkbox"/>							
4. Name of person responsible:							
For the policy or practice				For completing this EIA			
Mrs Helen Ashe				Mrs Helen Ashe			
5. Which members of our school community are affected/likely to be affected by the policy or practice?							
Pupils	Staff	Parents and carers	Governors	School volunteers	Visitors to the school	Other –	
X	X	X	X	X	X		
6. Does or could this policy have a negative impact on any of the following?							
Age	Disability	Gender	Gender identity	Pregnancy or maternity	Race	Religion or belief	Sexual orientation
X	X	X	X	X	X	X	X
<i>Undertake a full EIA if any answer is 'yes' or 'not sure'.</i>							
7. Does or could this policy help promote equality for any of the following?							
Age	Disability	Gender	Gender identity	Pregnancy or maternity	Race	Religion or belief	Sexual orientation
<i>Undertake a full EIA if any answer is 'no' or 'not sure'.</i>							
<i>Any adverse impacts are explored in Part B :- the Full Impact Assessment below.</i>							

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