

# Greenhill Primary School

## Use of Photographs & Media



### Introduction

The majority of occasions when people take photographs of children and young people in school are valid and do not provide any cause for concern.

*'The Data Protection Act is unlikely to apply in many cases where photographs are taken in school and other educational institutions. Fear of breaching the provisions of the act should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure.'*

*(Data Protection Good Practice; ICO Information Commissioner's Office 2007)*

In order to comply with the Data Protection Act 1998, it is recommended that we seek your permission before we can photograph or make any recordings of your child for official school use. Equally, we are committed to continue to work closely with parents in an attempt to take all reasonable steps to safeguard children in school.

The school takes full account of the Greater Manchester Safeguarding Guidance on Use of Photographs. This can be found at the following web address:

[http://greatermanchesterscb.proceduresonline.com/chapters/p\\_photographing\\_ch.html](http://greatermanchesterscb.proceduresonline.com/chapters/p_photographing_ch.html)

### Conditions of Use

Consent is valid for the period of time your child attends the school. Your consent will automatically expire after this time. Most images taken during your child's time at our school will be deleted after they have left, accepting some images contained within publicity material will remain in use up to the next revision of the documentation.

The school will not use full names (which means first name and surname) of any child or adult to label any photographic image or video. This applies to the school prospectus and in any of our other printed publications that are within the schools control.

If we name a pupil in text, we will not use a photograph of that child to accompany the article.

The school shall only use images of children in suitable dress to reduce the risk of inappropriate use.

### Privacy

Staff members will only use school equipment to capture images; any images will be stored on the school server in a secured folder. Images will be stored using appropriate names and will not identify individual students. Access to images will be strictly controlled by the school. Images that are required for website use will be stored until the webpages they are linked with expire.

Staff will not use personal equipment such as digital cameras, android devices or phones to record images of children.

Parents should note that as websites can be viewed throughout the world we will ensure that any images do not compromise child safety. We undertake all reasonable steps to ensure that any images maintained in school are stored securely and are accessed only by authorised persons.

Where there is parental disagreement over consent for their child to appear in photographs or in video recordings, this will be treated as if consent has not been given.

Parents who are invited to attend events at school where photography is permitted should ensure that any images are for family/private/school use only. At school concerts or events it is the policy of the School that only photographs may be taken.

However, the School cannot accept responsibility for photographs taken by other parents/carers at school concerts or events but does advise all parents prior to an event that any images taken must be for private use only.

### **Press, Media and Associated Partners**

Very occasionally, we may be visited by the press, media or associated partners who will take photographs or film footage of pupils e.g. at a high profile event. Such images may appear in local or national newspapers, on corporate websites or on televised programmes.

It is important to note that press and media are exempt from the Data Protection Act. When a press image has been captured the data controller for that image is the media organisation concerned and not the school. Parents should address any concerns to the data controller and not the school.

If photographs of children are taken for a specific event, campaign or project, which is outside the terms of the general consent, or if photographs are going to be published in different ways from those for which consent has been given, then additional consent will be sought.

### **Reporting the use of inappropriate images**

Unfortunately, there are occasions when photographs may be used for illicit purposes. Some of the risks associated with photographing children are:

- The collection and passing on of images which may be misused;
- The identification of individual children to facilitate abuse;
- The identification of children in vulnerable circumstances.

Where there is cause to suspect such activities these will be reported in compliance with recognised safeguarding procedures. For further details see the School's Safeguarding Policy.