

Perry Beeches Infant School Photography Policy

Policy & Guidance on Safe Use of Children's Photographs

1. Introduction

Perry Beeches Infant School, in common with all other schools, needs and welcomes positive publicity. Children's photographs add colour, life and interest to materials and articles promoting school activities and initiatives. This can increase pupil motivation, staff morale and help parents and the local community identify and celebrate the school's achievements. We recognise that parents, carers and family members also wish to record such events by taking photographs of significant events in their children's lives.

However, in order to respect young people's and parents' rights of privacy and because of potential child protection issues, photographs must be used in a responsible way.

Perry Beeches Infant School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

This policy seeks to achieve a practical balance to secure the above.

2. Data Protection Act

Under the terms of the Data Protection Act 1998 images of pupils (or staff) must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access.

3. General rules on using photographs of individual children

- Parental consent must be obtained
- Where we have been informed that a child is subject to a court order then we will never use their image.
- Pupils must not be approached or photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff

4. Websites

- The parental consent form will explicitly include publication on the school website.

5. Photography & the use of Camera Phones, Video Recorders and other types of Digital media

- **Under no circumstances should a parent/carer use cameras, telephones or video recorders or other types of digital media in the hall for class or year group performances, assemblies or during sports day.**
- School will wherever possible endeavour to record the Christmas performances for purchase on request*.
- School will wherever possible endeavour to provide an opportunity for you to photograph your own child at the end of a performance/sports day.

*Please note that for any DVD we do supply, we cannot guarantee the quality as members of staff are not professionals in this field.

- An announcement will be made prior to all school events attended by parents/carers that photography of any kind is not permitted. You may be asked to leave if you are in breach of this request.

Commercial & Outside Photographers (Including Newspapers & Other Media)

- Will be given a clear brief about what is considered appropriate in terms of content and behaviour
- Wear identification at all times
- Will be accompanied by a staff member at all times and not have unsupervised access to children or one-to-one photo sessions at events
- Will not solicit photo sessions outside the event or at a pupil's home

6. Parental Consent

- On admission of a pupil to the school, parents/carers will be asked to sign a photography consent form which makes clear the school's policy, especially how and where photographs will be used.

- The form is valid from the date of signing until the child leaves the school.
- Should circumstances alter and parents feel the need to remove permission for their child to be photographed then this notification must be made in writing to the Head teacher

10. Complaints Procedures

- Parents should follow the school’s normal parental complaint procedures in most cases.
- In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

11. Review

This policy will be reviewed by the Governing Body annually in line with the child protection policy, in view of the continual advances in technology and in response to significant views expressed by parents, staff and pupils (if appropriate).

..... (Head Teacher)

..... (Chair of Governors)

December 2013 **Perry Beeches Infant School**

