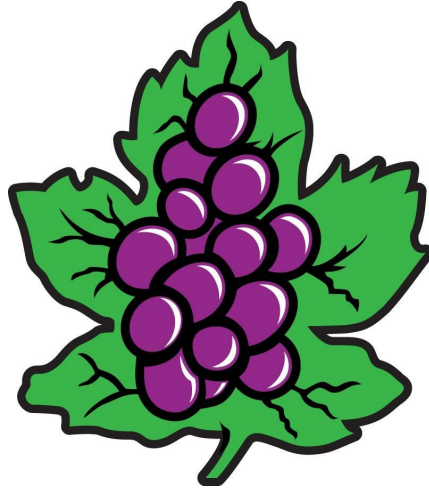




PHOTOGRAPH AND IMAGE POLICY

Kerem School

Approved by: Safeguarding and Wellbeing Committee Written: September 2019

Last reviewed on: August 2026 Next review due: August 2027



KEREM SCHOOL

(This policy also applies to the Early Years Foundation Stage)

Photograph and Image Policy

Aims of the policy

The purpose of this policy is to ensure that children are safeguarded with respect to photos and other electronic images. It sets out general rules about the capture and distribution of images and photographs of children and to give staff and parents guidelines on the subject. It applies to activities on school premises or as part of off-site events or trips.

“Image capture”, “photography” and “videoing” refer to any kind of image capture, still or moving, obtained by any photographic device including still image cameras, video cameras, webcams and photographic enabled mobile telephones, iPads and any other type of image capture device not specified here, whether digital or not, using technology existent at this time or in the future. The storage of such images includes film negative, film positive (e.g. transparencies and slides, movies, etc.), photographic paper, digital media, magnetic tape and any other kind of storage method able to be used for the storage of images, still or moving, available now or in the future.

Legal Framework

The Data Protection Act 2018 is relevant:

http://www.ico.gov.uk/for_organisations/data_protection.aspx

The school is registered under the act.

General principles for staff

Every reasonable effort must be made to minimise the risk of inappropriate capture and distribution of photos and images. This includes:

- securing parental consent for the use of images of their children
- not using photographs of children or staff who have left the school, without their consent
- ensuring that children and staff are appropriately dressed
- ensuring that children’s names are not used alongside images in publicly available material
- not using an image of any child who is subject to a court order;
- storing images securely (whether physical or digital) with appropriate access controls
- ensuring staff are appropriately informed about this policy

Safeguarding

There may be a risk to the welfare of children when individual children can be identified in photographs. For this reason, we have developed this policy to make every effort to minimise risk. Where the capture or distribution of images of children raises a safeguarding concern, the Designated Safeguarding Lead (DSL) must be contacted immediately. Further details on safeguarding procedures are available in our *Safeguarding policy*.

Data Protection Act

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or, in the case of pupils, their legal guardians. In line with the Data Protection Act, everyone responsible for using data has to follow strict rules called 'data protection principles'. They must make sure the information is:

- used fairly and lawfully
- used for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary
- handled according to people's data protection rights
- kept safe and secure
- not transferred outside the UK without adequate protection

Photography and image capture in school

- Images of children may be captured as part of the educational process. However, before any images of children are captured, staff should check that parental consent has been given.
- Recordings of pupils for school purposes will only ever be taken using official school equipment or by a designated external professional. **Staff must not take or transmit any recording of pupils on any personal device.** Instead, they must use the iPad that has been provided for them.
- Staff should also be aware that taking photographs of colleagues using personal devices should only happen with the permission of that member of staff.
- Images of pupils or staff must not be displayed on websites, in publications or in a public place without specific consent. The definition of a public place includes areas where visitors to the school have access.
- Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot.
- On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.
- Parents' media permissions must be kept on file.

Photography and image capture by parents

- As a general rule, no parent or visitor is permitted to use a camera (including a mobile phone's camera facility) whilst on school premises. However, the Data Protection Act does not apply to photographs or films taken for personal use by family and friends and it is usual for parents to want to take photographs and videos of children at school events.

- Exceptions to this rule are therefore made for some specific events such as plays, recitals, concerts, sporting events, open days or other promotional events. An announcement will be made at the start of the event to inform those attending if photographs or videos may be taken.
- The school reserves the right to prohibit the use of cameras for some events if deemed inappropriate by staff.
- We strongly advise parents against the publication of any such photographs or videos on the internet (e.g. on social media), and parents are not permitted to do so where the photograph or video includes a child other than their own.
- We will request parents to remove any such material if we deem it, without consent, illegal, harmful or inappropriate in any way.
- When parents are accompanying classes on school trips, it is our policy that parents must not take any photos on a personal device during the trip. More information about this can be found in our Parent Volunteering agreement.
- Any parents found in breach of this policy will be asked to delete the photos from their phone and will not be allowed to volunteer on a trip in the future without first meeting with the Head Teacher, or in her absence, a Deputy Head Teacher.
- The school's policy regarding this matter is also detailed in the Parent Volunteer Agreement and will be explained clearly to parents at the beginning of each trip before difficult situations arise.

Photography and image capture by pupils

- Staff will supervise and maintain control over any photographing or recording that pupils do during in-school or off-site activities.
- Staff will use these opportunities as a time to teach the children about receiving consent from someone before taking their photograph and about where it is safe to store any photos.

Publicity

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements. However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights to privacy and be aware of potential child protection issues.

Monitoring

It is the responsibility of all school staff to support and monitor this policy. Any concerns should be brought to the attention of the Head.

Other important policies

It is recommended that this policy be read alongside the

- Parent volunteer agreement
- Child protection and Safeguarding policy
- Data protection policy