



Our Christian Values

God teaches us to forgive and always accept forgiveness

We receive the Christian way of life as a gift from God

We believe and trust in God who loves each one of us

We are all unique children of God

Whatever you wish that men would do to you do to them

We are all equally precious and loved by God

Image Use Policy

Policy written by: Miss Grima (Headteacher)

Originally Approved on behalf of Governing Body by Strategy Team: January 2013

**Updated: November 2015 and approved on behalf of Governing Body by Strategy Team:
November 2015**

Next date to be reviewed: November 2016

Reviewed: November 2016

Septmber 2018

Useful School/Setting Contacts

School Data Controller: Miss Grima (Headteacher)

School Designated Child Protection Coordinator: Miss Grima (Headteacher)

School e-Safety Coordinator: Miss Grima

Governor with lead responsibility: Mrs. E. Smith

Official use of Images/Videos of Children by the School/Setting

- All images taken by the school/setting will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:
 - fairly and lawfully processed
 - processed for limited, specifically stated purposes only
 - used in a way that is adequate, relevant 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
- The Data Controller/DCPC and/or Management team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting/school. This includes the management, implementation, monitoring and review of the School Image Use Policy.
- Written permission from parents or carers will be obtained before images/videos of children are electronically published by the setting.
- Written parental consent will be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from parents will be kept by the school where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.
- Parental permission will be sought on admission to the school.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (Data Controller or DCPC) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All images will remain on site at all times, unless prior explicit consent has been given by both Data Controller/DCPC and the parent or carer of any child or young person captured in any photograph. Should permission be given to take images off site, all relevant details are to be recorded, for example who, what, when and why and data will be kept securely (e.g. with appropriate encryption).
- The Data Controller and/or DCPC reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably encrypted and will be logged in and out by the Data Controller and/or DCPC and monitored to ensure it is returned within the expected time scale.
- Images or videos that include children will be selected carefully when used online and will not provide material that could be reused.
- Children's' full names will not be used on the website in association with photographs.
- The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.
- The school will only use images of children who are suitably dressed.
- Children's work will only be published with their permission or their parents consent.

- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Only official setting owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras by staff is prohibited at all times.
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. The school will ensure that images are held in accordance with the Data Protection Act and suitable child protection requirements (if necessary) are in place.
- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The school will discuss the use of images with children and young people in an age appropriate way.
- Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.
- Photography is not permitted in sensitive areas such as changing room, toilets, etc.
- Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Data Controller and/or DCPC and the parent/carer.

Use of Photos/Videos by Parents/Carers

- Parents/carers are permitted to take photographs or DVD footage of events for private use only.
- Parents/Carers are only permitted to take or make recording within designated areas of the setting. Photography is not permitted in sensitive areas such as changing room, toilets, etc.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.
- Parents and carers who are using photographic equipment must be mindful of others when making and taking images.
- 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 school Data Controller/DCPC to discuss any concerns regarding the use of images.

Use of Photos/Videos by Children

- The setting will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera (e.g. unsupervised areas, toilets etc).
- The use of non setting provided devices e.g. mobile phones, children's own digital cameras, is covered in the school's e-Safety policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 1998.
- Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed by the setting e.g. will be for internal use by the setting only (not shared online or via any website or social media tool).

- Photos taken by children for official use will be carefully controlled by the setting and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

Use of Images of Children by the Media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (e.g. first names only) can be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the settings e-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 and young people

Use of Webcams

- Parental consent will be obtained before webcams will be used within the setting environment for curriculum or educational purposes.
- All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

ANNEX A

Photographing Children: Frequently Asked Questions for Parents/Carers

Why do we need a policy?

Schools, playgroups and youth groups have always used photographs as a way of celebrating achievement or seeking publicity for fundraising etc. Parents and families and the children themselves often derive great pleasure from seeing their loved ones in print or on a website. We want to ensure that everyone can continue to enjoy these activities safely. However parents need to be aware that placing any identifying information in the public domain has risks. Parents need to understand these issues in order to give properly considered consent. It is important that parents and schools have the opportunity to fully consider the issues before any problems can arise.

So what are the risks?

The most highly publicised and worrying risk is that a child who appears in the paper or on a web site may become of interest to a predatory sex offender. Locating people through the internet has become extremely easy, using widely available software, so if there is a picture and the name of a setting or youth group and the name of the child it could be quite easy to find out the child's address and even work out their likely route to school/the setting. There are also other specific groups of children and families whose safety could be put at risk if identified e.g. families fleeing domestic abuse.

To limit these potential risks, we will take appropriate steps, as outlined in the attached consent form, to safeguard children and the wider community.

Isn't this just scaremongering?

Sadly no. We have had cases in Kent of families receiving unwelcome phone calls following appearances in the press. However this is rare so it is important to have a sense of proportion in these matters. Remember we want to celebrate success and achievement but parents must be aware of risks in order to make an informed decision.

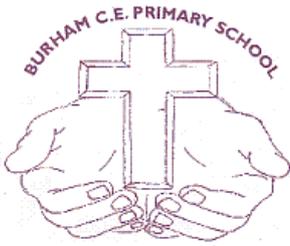
What about school/setting websites?

The same concerns apply to school/setting controlled sites and there is an added concern that images of children may be copied directly from a site which can then be manipulated or changed by another person. Settings/Schools can copy protect images and use lower quality images which means they cannot be usefully enlarged but this can be bypassed so must not be relied upon to keep images safe.

I want to do my own recording of the school/setting play/event is this ok?

Taking pictures or recordings of *your own children for your own personal use* is ok. The difficulty arises with plays or other events in that other children may also be filmed. It is important that we are all aware that some members of the community (children or adults) may be vulnerable and must not have their image shared online as they could be put at risk from harm. You may not always know who these people and we need everyone's support to protect the whole community. It's also important for us all to role model positive behaviour for children, so it might be a sensible idea to check first before posting any images online which contain other children than your own.

Parents/carers should not copy images from the school/setting site without appropriate permission from the school/setting.



Consent form for taking and using photos

ANNEX B

Child's name:

Child's Date of Birth:

Date:

Dear Parents/Carers

At Burham CE Primary School, we take photographs and film pupils as part of our core activity of education. During your child's time at Burham CE Primary School this occurs as part of normal teaching, learning, assessment and safeguarding procedures and as such we do not need your permission for these activities.

However, we do seek your permission to take photographs of your child and use them in the ways described below. Please consider carefully the ramification of not granting permission before you decide.

Please tick all the relevant boxes, sign each item below and return this form to school.

I give consent for my child's photo to be stored in SIMS (School Information Management System) as part of their individual data file.

YES NO Signed.....

I give consent for my child's photograph to be taken for the school photographer, (Braiswick Photographic) for individual, group, class and whole school photographs.

YES NO Signed.....

I give my consent for photos of my child to be used on the school website and/or the school's learning platform (name will be omitted).

YES NO Signed.....

I give my consent for photos of my child with their name to be used in classroom, corridor and entrance displays.

YES NO Signed.....

I give my consent for photos and the name of my child to appear in local newspapers and magazines.

Please note that some newspapers may require the child's name and we would give first name only plus they may store photographs for online use.

YES NO Signed.....

I give my consent for my child to be photographed and filmed by staff and fellow parents during school productions and events as long as it is made clear each time that these must only be used for personal viewing purposes and must not be published in any format including on-line.

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YES

NO

Signed.....

I give my consent for my child’s image to be used for identification purposes should they have a specific educational, dietary or medical need which needs to be communicated to all staff for safeguarding purposes. (These photographs will be displayed in the staff room and school kitchen only).

YES

NO

Signed.....

I give my consent for my child’s named image to be taken by the adult in charge on school trips or visits (The image would only be used in the event of an emergency and is shredded on return to school).

YES

NO

Signed.....

Please note: this form is valid for the period of time your child is on roll at Burham CE Primary School. Where the consent is given for a specific reason e.g. a trip, medical condition etc. once this need ends the image will be destroyed by shredding.

If you wish to make any changes, please email the school office: office@burham.kent.sch.uk or call the school on 01634 861691, and we will supply you with a new form. If you have any questions, please contact the school office.

Why are we asking for your consent again?

You may be aware that there were new data protection rules which came in from 25th May 2018. To ensure Burham CE Primary School meets the new requirements, we need to obtain your consent under the new regulations to take and use photos of your child.

We really value using photos your child to showcase what they do in school and demonstrate what school life is like to other stakeholders and the wider community, so we really appreciate you taking the time to give consent again.

Furthermore, it is hugely beneficial to be able to identify children with educational, dietary or medical needs to all staff, to safeguard and ensure their well-being.

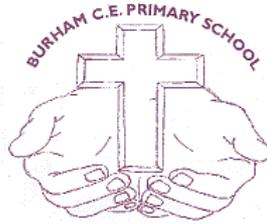
Miss Grima
Headteacher

Parent or carer’s signature: _____

Date: _____

Relationship to named child: _____

PLEASE RETURN THIS FORM IN THE MORNING – THANK YOU



COMPASSION, ACCEPTANCE, RESPONSIBILITY, FORGIVENESS, TRUST

Burham CE Primary School Guide to the Use of Images Online

Using Images Safely and Responsibly

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video.

We now have the exciting dimension of adding our images and videos to our online social networks, such as Facebook, YouTube and many other websites. This means that we can easily share our photos and video with family and friends.

Whilst this can be very useful to all of us, we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

What should we all think about before posting any images or video online and are there any risks?

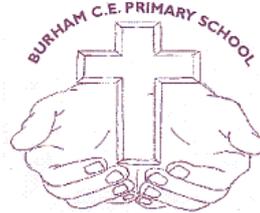
- Once posted and shared online any image or video can be copied and will stay online forever.
- Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
- Therefore in order to keep all members of the community safe we must all **'Think Before We Post'** Online

At Burham CE Primary School we are happy for parents and carers to take photos and video of events for personal use but request that these images are not distributed or put online. This is to protect all members of the community.

We thank you for your support,

Further Information on the Use of Images and video:

- Be Safe Online: <http://tiny.cc/49eiu>
- Information Commissioner's Office: <http://tinyurl.com/yc7nmnv>
- Think U Know: www.thinkuknow.co.uk/parents/safeuse
- Get Safe Online: www.getsafeonline.org



COMPASSION, ACCEPTANCE, RESPONSIBILITY, FORGIVENESS, TRUST

**Respect and Care for the
Whole Community when taking
Photos and Videos**

We are happy for parents and carers to take photos and video for personal use but request that these images are not distributed or put online if they contain images of other children, adults or staff without consent. This will help protect all members of the community

Thank you for your support



Adapted from resources developed by the Hertfordshire Schools' e-Safety Team