



Guidance on the use of photographic images and videos of children in schools

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Learning | Effort | Aspiration | Respect | Nurture | Wellbeing

Guidance on the Use of Photographic Images and Videos of Children in Schools

The use of images raises two concerns around Data Protection protocols and Safeguarding. Wood Green School respects both of these concerns and these procedures reflect that. The procedures are designed in conjunction with OCC to provide guidelines to enable school staff and parents to understand the appropriate use of photographic images in school and to give them guidance to ensure that neither Data protection nor safeguarding expectations are breached

Data Protection

Wood Green follows good practice as exemplified by OCC in its documents "Guidance on the use of photographic images and videos of children in school". To ensure that the Data Protection Act is not breached:

- Wood Green School will seek permission from parents to allow the school to take photographs of their children which are appropriate to the promotion of educational activities at the school. This will be done at the beginning of each school year
- Parents are permitted to take a photo of their child provided that photo is for their own personal use

Safeguarding

Wood Green recognises that there have been concerns about the risks posed directly and indirectly to young people through the use of photographs on websites and other publications.

Students and parents at Wood Green sign an ICT user agreement and receive regular guidance on appropriate use of images for their work and on social media

In all instances of photographic or video usage, WGS gives due consideration to the type and purpose of the image and to its intended audience

Wood Green follows guidelines from OCC:

- All young people featured in photographs/recordings must be appropriately dressed, a minimum of vest/shirt and shorts.
- The recording should focus on the activity. Where possible, images of children/young people should be recorded in small groups (the group may comprise any combination of adults and children).
- Staff should be allowed to use video equipment as a legitimate learning aid and means of recording special occasions. The images taken must be stored on a school-based server.
- Photographs should represent the diverse range of youngsters participating safely in activities. This might include:
 - Boys and Girls
 - Young people from minority ethnic communities
 - A range of clothing, eg tracksuit/jogging trousers
 - Girls with hair covered – a baseball cap will do
 - Disabled people
 - Glasses –

okay if not actually playing at the time. o Shin pads must be on if they are recorded playing.

o Jewellery should be off in all images.

- Wood Green staff may ask parents and spectators to identify themselves at events if they are using photographic equipment and spectators should be prepared to identify themselves, if requested, and state their purpose for photography/filming.
- Participants and parents should inform the school's safeguarding team if they have concerns about inappropriate or intrusive photography/filming. If the concerns are immediate the concern should be made directly to a member of staff at the event or the event leader specifically
- If a photograph/recording is used, personal details of young people such as email address, home address and telephone numbers should not be revealed.
- Livestreaming of events at Wood Green is not permitted. This is to guard against the possibility of a young person under a court order appearing on a website. Delayed streaming also provides an opportunity for the editing of inappropriate clips (eg disarranged clothing).

APPENDIX 1: EXEMPLAR PARENTAL CONSENT FORM

INSERT WGS PERMISSION AND ICT ACCEPTABLE USE AGREEMENT HERE

Delete below here

To: Name of the child's
Parent(s) or Guardian: _____

Name of child: _____

School: _____

Occasionally, we may take photographs of the children at our school. These images may be used in our school prospectus, in other printed publications that we produce, on our school website, or on project display boards in school. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

Occasionally our school may be visited by the media who will take photographs or film footage of a high profile event, or to celebrate a particular achievement. Pupils will often appear in these images, which may appear in local or national newspapers or on televised news programmes. (See over/Conditions of Use for more information on use of images by the media).

In order that we can protect your child's interests, and to comply with the Data Protection Act 1998, please read the Conditions of Use on the back of this form before answering questions 1-4 below and signing and dating this form. Please return the completed form (one for each child) to school as soon as possible.

(Please tick)

1. May we use your child's photograph in the School prospectus and other printed publications that we produce for promotional purposes, or on project display boards, etc?	<input type="checkbox"/> Yes / <input type="checkbox"/> No
2. May we use your child's image on our school Website?	<input type="checkbox"/> Yes / <input type="checkbox"/> No
3. May we record your child's image on video?	<input type="checkbox"/> Yes / <input type="checkbox"/> No
4. May we allow your child to appear in the media as part of school's involvement in an event?	<input type="checkbox"/> Yes / <input type="checkbox"/> No

(Please note conditions of use on the back of this form).

I have read and understand the conditions of use attached to this form.

Parent's or Guardian's signature: _____

Name (block capitals please): _____

Date: _____

CONDITIONS OF USE

1. This form is valid for *for the period of time your child attends this school/*for this project only. Your consent will automatically expire after this time. (***Please delete the option which does not apply**).
2. The school will not re-use any photographs or recordings *after your child leaves this school/*after this project is completed without further consent being sought.
3. The school will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on video, on our website, in the school prospectus or in any of our other printed publications.
4. The school will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
5. If we use photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption.
6. If we use the full name of a pupil in text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
8. We will only use images of pupils who are suitable dressed.
9. Parents should not that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Notes on Use of Images by the Media

If you give permission for a child's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs);
- It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.


APPENDIX 2 – A Guide for Parents/Carers

APPENDIX 2



If you have any queries you should speak to a member of school

Information
A Guide for Parent(s)/Carers(s)

- If using a video camera during assemblies/school performances you might be asked by the school to sit at the back of the room, to prevent obscuring other people's view.
- The school might ask you not to use your own video camera but offer you the opportunity to purchase a school video recording of the event.
- The school might ask you not to use your own camera but offer you the opportunity to purchase copies of school photographs of the event.



This leaflet has been produced to help parents, schools and the LA to protect their children.





On the permitted use of video equipment or cameras in schools

There will be occasions during the school year where you will wish to take photographs or make a video recording of your child or children taking part in a school activity.

Schools should take practical steps to ensure that pictures and images taken of children are done so in a way that reflects the protective ethos of the school.

In order to do so, schools need to ensure that parental use of photography and video is monitored and protected for the benefit of children and their parents.



You might be asked by your child/ children's school to do one or more of the following:

- You might be asked to sign giving permission for your child to be photographed during school activities.
- You could be asked to sign a section of the school's admission form to indicate that any images (photographic or video) that you take will not be used inappropriately.
- You might be asked to sign a returnable slip on any invitation letters to school events to indicate that any

images (photographic or video) you take will not be used inappropriately.

- You could be informed by the school that photography/video recording will only be allowed in designated areas. For example, in the main school hall where the assembly or performance is taking place

