



## **Carre's Grammar School**

### **Policy and Guidance to Manage the Safe Use of Photographic Images and Video Footage of Children**

#### **Introduction**

Carre's Grammar School welcomes positive publicity and recognises that children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for school in publicity materials can increase student motivation, raise staff morale and help parents and the local community identify and celebrate the school's achievements. However, the images need to be used in a responsible way, respecting the students' and parents' rights of privacy and being aware of child protection issues.

Carre's Grammar School supports the view that schools need to balance potential risks against the advantages of promoting the school in a positive and attractive way. Risk can be minimised by following the advice in this document and by securing parental consent for the use of photographs.

This policy applies to everyone on the school site and also other adults/agencies invited to take part in activities with students.

#### **Typical Uses of Photographs**

- Displays of students' activities and events;
- Student records;
- For GCSE examination submissions;
- Video-based learning projects;
- Performing Arts, including dance and movement, concerts and drama performances;
- Sports days and sports fixtures, and the use of photographic and video equipment by parents and carers and children from the other school;
- Media, including newspapers and television;
- Publications by the school, such as the newsletter and prospectus;
- School website and other websites;
- Staff training and professional development activities;
- Publicity material for contractors;
- Time lapse photography for recording of building development;
- Site security/CCTV videos.

#### **Good Practice**

The following advice represents good practice in the use of photographic images involving children:

1. When taking a picture the school must obtain the consent of the person in the picture or from their parent or carer.
2. If using a photo for the media or commissioning a photograph, have a signed agreement.
3. Use the image in its intended context.
4. Follow the commitment made in the consent forms:
  - not to name the child if consent is not given;
  - not to use the photograph out of context;
  - not to use the photograph to illustrate sensitive or negative issues.
5. When photographing children:
  - Ensure that parents and carers of young people have signed and returned the school consent form for general photography;
  - Ensure that all children are appropriately dressed;

- Avoid images that only show a single child with no surrounding context of what they are learning or doing (photographs of three or four children are more likely to also include their learning context);
  - Do not use images of a child who is considered very vulnerable, unless parents/carers have given specific written permission;
  - Do not name young people unless consent is given;
  - Use photographs that represent the diversity of the young people participating;
  - Report any concerns relating to any inappropriate or intrusive photography to the Child Protection Officer;
  - Remember the duty of care and challenge any inappropriate behaviour or language;
  - Do not use images that are likely to cause distress, upset or embarrassment;
  - If in doubt, ask the Child Protection Officer.
6. Regularly review stored images and archive or delete material as appropriate.
7. If a member of staff suspects that inappropriate images of students have been used, they should inform the school's Child Protection Officer.
8. The Child Protection Officer will decide whether the publication of a photograph might pose a risk to a child, with ultimate responsibility resting with the Headteacher.

### **Parental Permission**

Photographs and video images of students and staff are classed as personal data under the terms of the Data Protection Act (1998) under which the school is registered. Use of images of children, therefore, requires the consent of the parent/carer. Permission is obtained by using the school's Consent Form when a child joins the establishment. The form covers the school, beyond the school and on web-sites.

When a parent does not agree to their child being photographed, the Child Protection Officer records this to inform staff, and makes every effort to comply sensitively. For example, if a child whose parents have refused permission for photography is involved with a sports event, e.g. a football match, it may not be appropriate to photograph the whole team with that person in it. Careful liaison between the person with the group and parents is, therefore, essential. With discussion it may be possible to agree other options. The parent may accept a team photograph if names are not published or they may be prepared to relent if it affects the whole team.

### **Staff Permission**

The same applies equally to staff as it does to students when images are used for the purpose of school publicity.

### **Inter-School Fixtures**

These guidelines are applied to inter-school events. If a vulnerable child is involved, it will be necessary for the member of staff with the group to liaise with a member of staff from the other establishment so that they are aware of the wishes of the parents or carer of the child and seek the cooperation of the parents of the opposing team.

### **Children Photographing Each Other - Visits and Trips – and Postings on Social Networks**

This practice can occur extensively during offsite activities particularly during residential periods. Staff should maintain the supervision and management control. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of the images involved. In school students are told that they should not be taking pictures of each other without the subject's knowledge or permission. The same expectation applies to posting those images on social networks.

### **Displays in Schools**

Still photographs shown on displays and video clips shown during Parents' Evenings and Open Evenings should depict children in an appropriate way. In order to ensure that appropriate levels of integrity and decency are maintained they should not display images of children in inappropriate or revealing clothing. Photographs or images must not be used out of context.

## **Public Events (this includes Parents' Evenings, Concerts, Presentations, Summer Fetes)**

To allow the appropriate recording of children's images by parents/carers:

- ensure that children are appropriately dressed;
- obtain parental permission;
- be aware of any child who should not be photographed;
- monitor the use of cameras and anyone behaving inappropriately.

Parents and other 'spectators' should let the event organiser know if they wish to use photographic equipment. They can do this in a designated area (e.g. school hall, sports field) and it will be monitored by the Child Protection Officer. If parents have any concerns regarding the use of filmed images by TV companies, they should contact the Office of Communications (Ofcom).

## **Practical Examination Evidence**

This covers the use of video material recording students' level of performance in examined practical aspects, which are unable to be assessed during the moderating examiner's school visit. The protocol laid down by the major exam boards is that this material should be returned to the establishment when the examiner has completed his/her judgments. The Exams Officer establishes what will happen to the video evidence, in discussion with the external examiner during their visit.

## **Newspapers**

Several scenarios can occur:

### 1. Team photographs:

- When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur.
- If a parent is not happy to have a child's name printed on a photograph then consideration could be given to publishing the photograph with no names. The Headteacher should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
- If parents of a child have indicated that the child is vulnerable and should not have a photograph printed then a team photograph may not be appropriate.

### 2. Photo opportunities:

- When the school invites a newspaper to celebrate an event, the Headteacher should make every effort IN ADVANCE to ensure that the newspaper's requirements can be met.
- Almost without exception, this means the paper will prefer to publish the full names of anyone in a photograph they print. The only exception to this might be (as above) in a larger group shot (e.g. a group of more than 10 children).
- However, newspapers usually prefer to work with smaller groups of children – e.g. three or four – and for this number names may be required.
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. This might mean offering only those children whose parents are happy for publication of photographs and names for inclusion in any photo opportunities. If this is not possible – for instance because a specific group of children have achieved something, and parental permission regarding the publication of full names is withheld for one or more of the group - it might be possible to negotiate a 'first names only' agreement with the newspaper, but this is unusual.

## **Use of Internet / Intranet Sites**

The Systems Manager ensures that the school only uses appropriate images that follow this guidance.

## **Mobile Phones**

The use of the photographic facility on mobile phones must not be used anywhere in or around school.

## **Close Circuit Television (CCTV)**

The school has CCTV equipment for the following uses:

- As a method of controlling access;
- An aid to site management in monitoring incorrect parking, manoeuvring vehicles, delivery arrivals etc;
- Student behaviour issues/bullying.
- As an aid to members of staff with particular responsibility for behaviour management;
- To monitor personal safety for site supervisors, caretakers, cleaners etc;
- To monitor site safety and security;
- As an effective deterrent for crime;
- As a means of crime reduction and discouraging trespass.

Camera Siting - Every effort should be made to avoid inappropriate images and cameras should not be sited in toilets, changing rooms or other sensitive areas.

Out of School Hours - Cameras may record inappropriate activities taking place on the school site, without the school's knowledge. If they are of a criminal nature, the police will be informed.

While CCTV can be an extremely effective and useful crime reduction/deterrent device, careful use of the images and control by competent responsible staff is considered crucial.

### **Role of the Governing Body**

The Governing Body has adopted these guidelines as policy and good practice and regularly reviews their implementation.

**Reviewed at the meeting of the Personnel and Welfare Committee on 12 March 2012**

**Ratified at the meeting of the Full Governing Body on 21 March 2012**

**Next review date: March 2016**