



PHOTOGRAPHIC IMAGES

INTRODUCTION

This document provides guidance on the appropriate use of images in school. It covers still, video and electronic photographic images wherever they are used within the school site and in the case of images of children, images taken outside of school (i.e. school visits).

Riverside School makes full and proper use of photographic images while meeting the law and preserving the safety of pupils and staff.

THE USE OF PHOTOGRAPHIC IMAGES

1.1 Photographic images are used as evidence of various activities and include:

- ◆ Performing arts including dance, concerts, drama performances
- ◆ Sports events
- ◆ Media, including newspapers and television
- ◆ Interactive displays
- ◆ Publications by the school (e.g. newsletters)
- ◆ Staff training and professional development activities
- ◆ On site projects (e.g. building contractors/surveyors)
- ◆ Site security (e.g. CCTV)
- ◆ The use of photographic equipment by parents/carers.

PROCEDURE

2.1 Riverside School promotes good practice when dealing with the use of photographic images. This includes:

- ◆ Using the image in its intended context
- ◆ Using photographs that represent the diversity of pupils
- ◆ Following parental agreement
- ◆ Following senior leader agreement when used within offices of the school
- ◆ Obtaining written parental consent if images are going beyond the school establishment
- ◆ Ensuring pupils are appropriately dressed
- ◆ Avoiding images that show a single child with no surrounding context of what they are learning or doing
- ◆ Avoiding images of the building that show children when images are for other use (e.g. the school site for building/works information)
- ◆ Reviewing stored images and deleting unwanted material
- ◆ Reporting concerns to a senior leader.

Parental permission

3.1 The use of images beyond that in the public domain of the school requires written parental permission. This includes images used in publications and on websites/television broadcasts. Careful liaison with parents is essential.

3.2 Any photographic images used on the internet/social media should not include individual images of pupils, wherever possible, or any image that identifies a specific individual by name in any circumstances.

*For further information, please see **Acceptable Internet Use** policy.*

Displays in school

4.1 Still photographs shown on displays depict pupils in an appropriate way. Photographs or images likely to cause embarrassment are never used.

Concerts, Assemblies

5.1 Parents/carers are allowed to record children's images at concerts/assemblies, providing:

- ◆ pupils are appropriately dressed
- ◆ teachers are aware of any pupils who should not be photographed
- ◆ inappropriate behaviour is monitored
- ◆ images are not to be put onto websites/social media in any capacity and are for parental use only. Sharing of images on unsecured emails is discouraged.

Newspapers

6.1 If and when a newspaper is invited to celebrate an event the Headteacher makes every effort in advance to assess the newspaper's requirements.

6.2 Parental permission is sought before an agreement is made to publish children's names and pictures. Should permission not be granted the child concerned will not participate in any way.

Security measures

7.1 CCTV is installed and is used as a method of controlling access. Careful use and control of any images is considered crucial and is the responsibility of the Headteacher. Images are never stored unless used for specific purposes i.e. investigations, Police involvement.

Class and Individual Photographs

8.1 Once a year class and individual photographs are taken of every pupil and their siblings. Parents are informed in advance when the photographs will be taken.

8.2 Photographs are taken by a representative of a reputable photographic company that works extensively in other schools.

8.3 Copies of photographs are available to purchase. "Proofs" are provided for parents/carers and it is the responsibility of parents to decide whether or not to purchase photographs.

8.4 Copies of individual photographs may be used as part of the school's main display and on the school's website. In all other cases, individual photographs are only kept in school in line with GDPR.

ROLES AND RESPONSIBILITIES

9.1 It is the responsibility of the governing body to monitor school policy.

9.2 It is the responsibility of senior leaders to monitor school practice and implement procedure in line with safeguarding procedures.

- 9.3 It is the responsibility of senior leaders to ensure written permission is sought for extraordinary projects that involve the taking of photographic images.
- 9.4 It is the responsibility of all staff to ensure permission is sought by a senior leader for any use of photographs/recordings other than for use within school and the school network. Images taken in offices of the school must have permission from a senior leader to maintain security.
- 9.5 It is the responsibility of all staff to ensure any photographs/recordings taken are uploaded to the school's network as soon as is practically possible and deleted from the device used immediately after upload. No further use on mobile devices is sanctioned by the school.
- 9.6 It is the responsibility of all staff to ensure any printed photographs/images are shredded after use.
- 9.7 It is the responsibility of parents/carers to inform senior leaders of any significant circumstances regarding photographic images and to provide written consent should parents/carers wish a pupil to be withdrawn from a class/school event.
- 9.8 It is the responsibility of parents to only use photographs and recordings taken on the school premises for their own personal use. Parents do not have permission to use any photographs/images taken within the school grounds on any websites or social media, including sharing via unsecured email.