



8.06

Policy on the Safe Use of Images

Introduction

Silverhill School & Day Nursery are aware that images and photos of the children in their care may enliven and enrich the presentation of daily life at school. The images also allow parents, friends and visitors to share in the many visits and activities that take place away from school. This delights both the children and the staff and helps to promote the creativity of the school.

However, privacy is no less important to the lives of the young people and those associated with the school. Images, therefore, will always be used in a responsible way and issues concerning safeguarding and child protection will be fully protected. Silverhill School & Day Nursery is committed to upholding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

Data Protection Act

Under the terms of the Data Protection Act 1998, images of pupils, parents or staff must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access, including Open Days.

Parental Consent

On admission of a pupil to the school, Parents / Carers will be asked to sign a Consent Form for Photographs, which clearly outlines the contents of this policy. In particular:

- i. How and where photographs will be used
- ii. The period of consent
- iii. The storage and deletion of photographs

The school will contact Parents / Carers annually with the option to change their preferences. This can, of course, be done at any time by contacting the school office.

The Use of Photographs of Individual Children

Silverhill School & Day Nursery will ensure that:

- i. Parental consent is obtained using the Consent Form for Photographs
- ii. Only images of children in suitable dress will be used. Photos of children engaged in swimming, for example, present a greater risk of potential misuse

In these cases the content of the photograph should focus on the activity, not a particular child, and should avoid full-face and body shots (e.g. photographs of children in a pool, or from the shoulders up, would be appropriate)

- Where we have been informed that a child is subject to a court order, then we will endeavour not to use their image
- Images are stored securely and only on equipment or storage media belonging to Silverhill & Day School, especially where electronic, and used only by those authorised to do so.

Images taken using the staff's personal equipment (e.g. mobile phones/ cameras) must very quickly be relocated to school storage systems and deleted from personal apparatus.

Video and Filming

The appropriateness of photographic images outlined above also applies to video / film images.

We recognise that Parents / Carers and family members wish to record events such as school plays, sports days, etc., to celebrate their child's achievements. It is important, however, that such records remain private and for their own personal use. Parents / Carers are informed that they should not share images of other children on social media sites. Upon a child's admission to the school, Parents / Carers will be asked to sign a Consent Form for Photographs that acknowledges this.

Newspapers

- Silverhill School & Day Nursery may allow newspaper reporters into school, providing that parental consent has been secured. Newspapers may publish photographs of pupils, but they must not publish names alongside them, unless otherwise agreed and permission has been sought. They may, however, refer to group photographs collectively (e.g. Class Year 4, or Silverhill Year 6 Football Team).
- Pupils must not be photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff.

The school cannot be held responsible if Parents / Carers themselves allow their children to appear in publications relating to school activities or send photographs direct without the school's knowledge.

Websites

The Consent Form for Photographs will explicitly include publication on the school website.

Camera Phones

Camera phones may be used by the school's staff at school events as outlined above.

With reference to the 'Use of Mobile Phones and Cameras', it should also be noted that staff working with younger children who need support to go to the toilet or, in some cases, when changing a child, should not have a mobile phone or camera with them. All staff members are requested to sign an ICT agreement and should be aware of this. It is a disciplinary offence to breach this agreement.

Commercial and External Photographers

Commercial and external photographers are invited into school on a routine basis to take official photographs of children. These can often be purchased by Parents / Carers or family members.

Such photographers will:

- Be given a clear brief about what is considered appropriate in terms of content and behaviour
- Wear identification at all times
- Never have unsupervised access to children or one-to-one photo sessions at events
- Never solicit photo sessions outside the event or at a pupil's home

Complaints Procedures

Parents should follow the school's normal, parental, complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

Policy Review

This policy will be regularly reviewed by the Headmistress & Management Team and updated annually.

The continual advances in technology and significant views expressed by parents, staff and pupils (if appropriate) will be taken into account.

This policy was adopted by	Silverhill School
Date	January 2018
Review Date	January 2019
Name of signatory	Jenifer Capper
Role of signatory	Head Mistress