



SAFE USE OF IMAGES AT THE BROOK

GUIDELINES

The Brook 2014

Introduction

These guidelines have been produced in order to safeguard the students at The Brook as far as we can within the procedures regarding the safe photography and video/DVD recording of school activities.

Increasingly, technology is making it easier for pictures and images to be used inappropriately as printed material or on the web. The Data Protection Act and Human Rights Act set out the rights and responsibilities in respect of keeping personal data (including photographs and images) on individuals. The principles of the Act are set out in Appendix I but, in summary, everyone has the right to know that information is held on them and the reason for holding that data. They also have the right to refuse permission for that data to be published. The term 'data' includes photographic images. The Act is unlikely to apply in many cases where photographs are taken in schools and other educational institutions and fear of breaching the provisions of the act should not be wrongly used to stop people taking photographs or DVD's/videos which provide many with much pleasure and are an integral part of recording the progress and activities of our students at The Brook.

General

The term 'images' includes photographs – both digital and film – and video/DVDs. We, as a school, must gain permission to feature or distribute the image of any recognisable individual through publications; exhibition and display boards; the web site and video and film work.

For The Brook the use of images includes:

- Photographic record keeping
- P-scale moderation and assessment photographs
- Displays of activities within school
- Displays of activities outside school such as sporting events, educational visits and journeys, creative events such as those through Creative Partnerships or other organisations.
- School Brochure and other school documentation
- Film and DVD work of school activities including those within the curriculum

Any or all of these may be used outside the school as publicity materials or teaching aids. Visitors to the school may also have access to the displays around the school, which may include photographs of the students. However, we only ever include first names of the children or no names at all accompanying the photographs. We also, where possible, use general shots of classrooms or group activities, often taken from behind the children.

The school does not include any photographs of students or staff on our website, although groups of staff or students who cannot easily be identified may be used. Students' work is displayed on the website as an alternative to photographic images.

Storage

The school retains copies of the images for possible further use and they are held in locked cupboards within the school and all reasonable precautions are taken to protect the data.

Child Protection and Safeguarding

This is a separate consideration and does not come under the Data Protection Act. When taking any pictures of students, the school ensures that the resulting images cannot be construed as provocative in any way and students are always fully dressed or in PE kit for any photographs.

We realise that parents and carers are concerned at the potential misuse of photographs particularly for our very vulnerable students, when accompanied by the child's full name. The attached consent forms seek permission for the use of images and names by the school and separate permission for the school to allow images and names of their child/children to be given to the media. If a parent/carer does not consent to the full name being used then first names only are to be used by the school.

Parents and Carers wishing to take images at school events

Again, increasingly, technology is making it easier for images to be misused and the school therefore will take steps to ensure that images of children taken by parents and carers and by members of the media, are done so in a way that is in accordance with the protective ethos of the school. We hope never to have to take away the joy of parents/carers in photographing their children at school events. However, we will ask any parent who wishes to do so to sign a form (Appendix 3) to say that their images will not be used inappropriately and not to take mobile phone photographs and video in the school as images can so easily end up on the web.

The school will try to take their own recordings of events, which we can provide at a small charge for all parents/carers.

The school takes great care that anyone using a camera or video recorder, who is not known to school staff, will be questioned. Please do not take offence if this is a relative or friend of a family who we do not know – this is simply to protect all the children.

This policy and associated documentation comes into effect on 1st September 2011 and will be reviewed annually.

APPENDIX I

Data protection Principles

Personal data, including images, shall:

1. be processed fairly and lawfully
2. be obtained only for one or more specified and lawful purposes
3. be adequate, relevant and not excessive in relation to the purpose for which they are processed
4. be accurate and, where necessary, kept up to date
5. be kept for no longer than is necessary for that purpose
6. be processed in accordance with the rights of data subjects under this Act
7. be held with the appropriate technical and organisational measures in place against unauthorised or unlawful processing, accidental loss or destruction of, or damage to, personal data.
8. not be transferred to a country or territory outside the European Economic Area unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation the processing of personal data.

APPENDIX 2

GENERAL CONSENT FORM

Dear Parent/Carer,

During the school year, we like to be able to take and use photographic images of the children taking part in various school activities and for the purposes of recording progress and achievement. These might include creative projects, curriculum activities, sports days, educational visits and journeys, musical and cultural events, photographic record keeping. Group and class photographs may also be taken. Many of the photographs will be used for displays around the school or for the purposes of publicising or promoting school activities eg in the School Brochure.

Before any photographs/images can be published, your consent must be obtained. By signing the form with this letter, you are giving your permission for the school to use images or photographs in the above ways and with the safeguards set out below.

To minimise administrative work and your time we ask for consent to last for the entire period that your child attends The Brook.

YOU MAY WITHDRAW YOUR CONSENT AT ANY TIME IN WRITING TO THE SCHOOL

The school has adopted certain safeguards in order to minimise any risk to your child:

- we will avoid the publication of your child's full name with any image on any of our school material/displays
- only appropriate images are ever taken eg the children will be fully dressed or in PE tracksuits etc.
- images will be kept securely and destroyed or sent home/on to future provision when the child leaves the school
- any external photographer will be CRB checked
- appropriate levels of supervision of any external photography or filming/video work will be undertaken at all times

The school is however only responsible for photographs taken by the school or their authorised agents and cannot be responsible for photographs taken by third parties eg parents/carers. The media are not subject to the Data Protection Act or these guidelines and the school cannot prohibit the media from taking pictures or using the names of any child.



THE BROOK

USING IMAGES OF CHILDREN CONSENT FORM

Child's Name:

I consent to my child's photographs to be used for recording/assessment purposes at The Brook **YES/NO**

I consent to my child's photograph being used for display purposes around the school **YES/NO**

I consent to my child's photograph being used in the school brochure and other printed materials which we may produce for promotional purposes **YES/NO**

I consent to my child being photographed for the School Website **YES/NO**

I consent to my child's photograph being used by the Local Authority for promotional purposes eg schools documentation **YES/NO**

I consent to my child's image on curriculum/activity DVDs or Videos **YES/NO**

I consent to my child being photographed for the media eg if a newspaper photographer/television film crew attend an event or wish to make a documentary on the work of the school **YES/NO**

(PLEASE CIRCLE YES OR NO FOR EACH SECTION)

I have read and understood the conditions of use on the back of this form

Name of child's parent/carer.....

Name of Child.....

School.....The Brook

Parents/carers signature.....

Date.....

CONDITIONS OF USE

- this form is valid for the period of time your child attends the school. The consent will automatically expire after this time. Please contact the school at any time if you wish to amend your consent form or withdrawn your consent
- we will not re-use any photographs or recordings after your child leaves this school
- we will not use the personal details or full names or any child or adult in photographic image on video, DVD, displays, in the school brochure or any other publications
- if we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption
- if we name a pupil in the text, we will not use a photograph of that child to accompany an article
- we may use group or class photographs or footage with very general labels, such as “a literacy session”
- we will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately

APPENDIX 3

REQUEST FOR PARENTS/CARERS WISHING TO TAKE THEIR OWN PHOTOS/VIDEOS/DVDS

I agree to ensure that all images I take will be for my personal use, will be kept securely and be used appropriately.

I agree not to distract or obscure the view of others whilst taking images.

Signed.....

Relationship to the child.....

Date.....

Thank you for your cooperation. The safe use of images can be a source of pleasure and pride and a valuable record of the achievements of your child.

