



Jotmans Hall Primary School

# Photographic & Video Policy

Approved by Curriculum & Target Setting  
Committee 11.6.14

Accepted/Ratified by the Full Governing Body  
7.7.14

## Jotmans Hall Primary School

### Policy on Photographic and Video Images

#### **1 Introduction**

- 1.1 The school is free to decide its own policy on photography. In doing so it has to balance some conflicting needs. Generally, the school will allow parents to take photographs but the school reserves the right to ban photography when it believes that such photography may place a child at risk. School policy is that when the school allows photography then it is on the condition that no photographs or videos are put on the internet. The school understands the importance to parents of photographs of important moments in the childhoods of their children and will only take the precaution of banning photography when it is necessary to safeguard the welfare of another child.

There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this Policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

To clarify the School's duty of care, photographs/videos will be allowed except where there is a clear safeguarding risk to a child.

- 1.2 Under the terms of the Data Protection Act 1998, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

#### **2 Parental permission**

- 2.1 All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school. This form will be given to the parents or guardians of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

- 2.2 All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

### **3 School performances**

- 3.1 We will allow video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent.
- 3.2 The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. For example, photography is forbidden in changing rooms or backstage during school productions.

### **4 The Internet**

- 4.1 Only appropriate images will be used on the school Internet site, and children will not be identified by their name or address on the school website. No images can be uploaded onto Social Networking sites.

### **5 Mobile phones**

- 5.1 We do not allow children to bring mobile phones into their classrooms - but we recognise that some parents may need their child to have access to a mobile phone before or after School. With this in mind, children may bring their phones to the Admin Office when they arrive at School and leave them in the box provided. They may be collected by the child after School.

### **6 Use of digital cameras**

- 6.1 There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work or geography or science fieldwork.
- 6.2 Images will be made only as appropriate for school-related activities.
- 6.3 Children will be taught how to take pictures, but we will discourage them from taking pictures of each other, and they will be supervised by an adult when they have access to a digital camera.
- 6.4 As soon as images have been used for their intended purpose (e.g. illustrating a good football pass), they will be deleted. The school will not store digital images any longer than for their immediate use.

## **7 Media publications**

- 7.1 Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the netball team may have won a regional competition, or the school may have raised money for a charity whose representative wants to receive the donation in person. Where children's images might be made public, the School asks parents for their written consent for their child's photographs to be used around School, on the School website and with local media. If their consent is withheld, the Class Teacher is informed and a list of pupils is held in the Admin Office for reference purposes. Name of individual pupils will not be given to the press for use with a news story or photograph.

## **8 Monitoring**

- 8.1 This Policy will be monitored by the Governing Body and revised as appropriate, and not less than two years from the date of its adoption. Any incidents of concern relating to this Policy will be referred to the Chair of Governors by the Headteacher.