



'It's awesome at Ayresome'

Use of Image Policy

** The word image is used here to include photographs, digital photographs, webcam, film and video recordings.*

Ayresome Primary School believes that the responsible use of children's images can make a valuable contribution to the education, life and morale of the school. This document is a statement of the principles and strategies applying to the use of these images within school, for the Newsletter and website and for the occasional media event. This policy takes into account diversity and provides equality of opportunity throughout. We only use images that the Head Teacher, SLT and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at risk.

Through this policy we aim to respect children and parents' rights of privacy and minimise the risks to which children can be exposed through the misuse of images. The policy also takes account of both data protection and child protection issues.

Data Protection

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Ayresome Primary School will:

- only use images of identifiable individuals with the consent of a parent, guardian or carer.
- only use images for purposes agreed in this policy
- use images of children who are Ayresome Primary School pupils (or who have been at Ayresome Primary School within the last year)
- inform parents of any changes to this policy
- store all images securely and destroy them after use

Child Protection

Ayresome Primary School will:

- not name individual pupils in conjunction with their image. (*Labels such as Year 4 or The Cookery Club will be used for the Newsletter or the website; first names only are used on images for the school's own internal use eg class display*)
- only use images of children in suitable dress. *The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.*
- never use an image of a child who is subject to a court order. *However, it is the parents' responsibility to inform the school of this status.*



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Any evidence of use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LA, Social Services and/or the Police as appropriate.

Images for use in School

Class books, iPad reports and classroom displays regularly include images of children as a class, group or individual. These images can provide important evidence of learning or are central to the learning task and may be accompanied by the child's first name.

The images are:

- kept securely for no longer than the duration of the child's education at Ayresome Primary School, after which they will be deleted entirely
- are never used or transmitted outside Ayresome Primary School without the above conditions applying

The Newsletter and Website

- The principles outlined above apply to all images used on these media
- Images, and accompanying details, will only be used in line with Government guidance as outlined on the Department for Education and Skills Superhighway Safety (<http://safety.ngfl.gov.uk/schools>)
- Most images will show children in groups rather than individually; they will not be identified by name

School Events and performances

- Images captured purely for personal use are exempt from the Data Protection Act
- Parents are permitted to film or photograph their child and peers participating in school activities (eg Class Assembly) for their private use only. Swimming events usually prohibit photography.
- A verbal announcement at the start of any event will be: "Any images taken must be for personal use and must not be uploaded onto the internet, whether email or social network, as this will not comply with the Data Protection Act."

External Photographers (still and film images) Newspaper or TV

If the school invites or permits an external photographer to take photographs within school, we will:

- Provide a clear brief
- Issue the photographer with identification to be worn at all times.
- Let children and parents know that a photographer in advance and ensure that no image is published without parental consent

Please note that photographs taken by journalists are exempt from the Data Protection Act.