



## MORTON CHURCH OF ENGLAND (Controlled) PRIMARY SCHOOL

### POLICY AND GUIDANCE TO MANAGE THE SAFE USE OF CHILDREN'S PHOTOGRAPHS

#### Introduction

Families enjoy seeing images of their relatives in newspapers. As a school we value this form of praise and the effect it can also have in motivating pupils. We use photographs of pupils in our publicity material and on our website provided permission has been given by parents/carers.

In order to minimise any risk to children from these images we follow the advice and guidance of Lincolnshire County Council detailed in their policy on the matter.

#### Key Points

1. Child protection issues:-
  - a. The school logo should not be clearly visible.
  - b. The headteacher will decide whether the publication of a photograph might pose a risk to a child.
  - c. Should an inappropriate image appear on a website it will be immediately reported to the police by the headteacher in the presence of another member of staff.
2. Data Protection Act:-
  - a. Permission must be obtained for all the people who will appear in the photograph, video or webcam.
  - b. The use of the image will be made clear.
  - c. If images of people are clearly identifiable in a group picture or a crowd shot in a public place then their permission must be sought.
3. Websites:-
  - a. Permission must be granted for an image to appear on the websites. This must be specific permission as identified on the consent form.
4. Newspapers:-
  - a. Pictures of large groups need only be identified by a general title, e.g. Class 5 from Morton School.
  - b. Smaller group photos, such as teams, may include individual names provided parental permission is granted.
  - c. The press are subject to strict guidelines.
  - d. The data protection act is not broken by passing on a child's name to a journalist provided parental consent is secured.

## 5. Filming events:-

- a. Filming of school plays and events is permitted provided permission is sought from the school prior to filming. An area will usually be dedicated to filming the event. The filming must be for personal use and involve their own children.
- b. The advice from NSPCC will be followed when a commercial photograph is used, i.e.
  - Provide a clear brief about what is considered appropriate in terms of content and behaviour:
    - group shots in the main,
    - close ups but from side views, also containing other pupils,
    - filming to focus on the story, musical content or the theme.
    - film from agreed designated areas.
  - Issue the photographer with identification which must be worn at all times.
  - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs.
  - Do not allow unsupervised access to children or one-to-one photo sessions at events.
  - Do not approve/allow photo sessions outside the event or at a young person's home.

## 6. Camera Phones in School:-

- a. Camera phones may not be used on school premises. Any camera phones brought into school must be handed into reception until the end of the visit.

## 7. Curriculum Photographs:-

Children and staff are involved, on appropriate occasions, in taking videos or photographs as part of the curriculum. This is done to assist with speaking and listening skills, art work, instruction and assessment of techniques in, for example, drama, dance, P.E. and art.

## 8. Parental Consent Form:-

- a. Photographs will only be used by newspapers, for the school prospectus and publicity leaflets and displays in school.
- b. The consent period will last whilst the child or adult is in school unless permission is withdrawn in writing.
- c. Photographs will be deleted once the individual has left the school. The images will be stored in a safe folder on the school network. Hard copies will be stored in the headteacher's office.
- d. The consent form will be given to all new pupils and adults on admission to school.
- e. The consent form is provided as Annex 1 to this policy.

## Conclusion

The use of photographs for publicity in school documents and newspapers is a good way of celebrating the school's achievements. All photographs will be used

responsibly by the school which will follow the County Council's Guidelines and this policy.

The policy will be updated annually in light of changing circumstances and the rapid advance of modern technology.

**MORTON CHURCH OF ENGLAND (Controlled) PRIMARY SCHOOL  
Consent Letter**

Dear Parent,

At Morton Church of England (Controlled) Primary School we think it is important to use photographs of our pupils enjoying the varied activities of school life to promote the positive aspects of the work that we do.

We use photographs in our internal publicity materials such as school brochures and booklets, on our corridor and classroom displays, for staff training and assessment purposes and on our forthcoming web site (and any other electronic source that may come on stream in the future). From time to time, articles and photographs of special events will appear in newspapers.

To do all we can to ensure all photographs of or pupils are used correctly, we undertake to;

- obtain your permission each year to use photographs of children, including newspaper publications;
- observe the County Council's guidelines on the use of photographs;
- only use photographs for the purposes stated above;
- store all electronic images securely and destroy them when you child leaves the school;
- ask that you follow our policy when you take photographs of your child at school events.

I assure you that we have a responsible approach to the use of photographs and do hope that you are able to support us in publicising the many positive aspects of the work that we do.

I would be grateful, therefore, if you are in agreement with our intentions, that you complete the slip below and return it to the school by Friday, 7<sup>th</sup> October, and this will act as your consent to your child(ren) being photographed whilst attending the school.

Yours sincerely,

Mr George Trafford  
Headteacher

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To the Headteacher of Morton Church of England (Controlled) Primary School

I have read and understood the school policy on the use of photographs and hereby give my consent that photographs of my child(ren) .....

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are used for the purposes stated in the policy.

I further agree that I consent to images of my child(ren) appearing on the school web site, subject to the necessary controls being in place. I am aware that I am able to rescind permission in writing at any time.

Signed ..... Date .....

Name ..... Child's Class No(s) .....

Comments .....

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