

# John Perry Primary School

## Digital Images Policy

At John Perry we believe the use of images of pupils and their work to be one of the most important ways of building and maintain links with our school community. At John Perry we regularly take images of all our pupils for use on the following official school accounts: Facebook, Twitter, YouTube and the school's website. We value the fact that so many parents are delighted to share these images with us increasing the feeling of pride amongst the school community.

Until now, parents have been asked to sign a declaration allowing the use of these images when their children start school. We now feel that we should provide this opportunity annually and also include some more useful definitions.

### Image taking by parents, legal guardians or family members:

- Parents, legal guardians, family members and friends can take images of their child and friends participating in school activities for family and personal use.
- Parents or family members wishing to take images during an activity will be asked to sign a dated register.
- Photography and video filming will be limited to designated areas.
- Use of cameras and other equipment will be monitored.

### Images for school publications:

- The school will only take and use images that are appropriate and are considered to not be open to misuse.
- If an image of a child is used, the child's name will not be published. If a name is published, no image will be used.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children will be given the option to not have their image used if they are the sole focus of the picture.
- Images will be kept securely and held by the school for the duration of the pupil's time there, after which they will be destroyed.
- Images of children from the school will not be used to illustrate controversial subjects.

### Images for the following official school accounts: website, Facebook, Twitter and YouTube:

- School websites are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names.
- Video of children may be used to promote the work of the school and its pupils. In such cases only the year group and class will identify the children involved. The school will only use a full name where the image of the child is not used or, use the image of the child and not the name.

#### Webcams:

- Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.
- A webcam will only be used in appropriate circumstances such as a normal class setting.
- Both children and teachers will be made aware of when a webcam is in use.

#### CCTV:

- The school and The London Borough of Barking and Dagenham (LBBD), use CCTV in some areas of school property as a security measure only.
- The school does not permit the use of CCTV images to be used for any purpose other than monitoring the site for security purposes.
- CCTV will record images within the school playground areas during closed hours and also in the school foyer and Head teacher's office during the day. All three areas are monitored for security purposes.
- The school follows the Code of Practice of the Data Protection Act 1998.

#### Children photographing one another:

- Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities.
- If it is found that cameras have been misused, the school will follow its usual disciplinary procedures.

Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.

Parents will be given the opportunity annually to opt out of this policy where they do not want their child's/children's images used for the purposes shown above.

**John Perry Primary School**

**Policy for the Use of Images of Children**

Parental Consent

The school has posted a new Policy on the use of images taken of the school's pupils and their use. The policy can be viewed on the school website under Policies and Information. If you would like a hard copy please make this known to the school so that we may send one home with your child/children as soon as possible.

Please take time to read and consider this policy.

We would like to offer the parents to agree or opt out of the policy and therefore offer you the following options.

- 1 If you agree to the policy and permit the use of your child's/children's images being used for the reasons described **you need do nothing else.** We will take no response to agree to the policy.
- 2 If you do not want your child's/children's images being used for the reasons described please complete the opt-out form below and return as soon as possible.

Name of pupil \_\_\_\_\_

Class \_\_\_\_\_

I do not wish my child's/children's digital images being used either internally or on any outside platform hosted on behalf of the school.

Signed \_\_\_\_\_ Parent/Guardian

Please print name in **BLOCK CAPITALS**

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