

John Perry Primary School



Digital Image Policy

Approved by: School Governing Body

Date: October 2023

Last reviewed on: October 2023

Next review due by: October 2024

Digital Images Policy

1 Introduction

- 1.1 Schools are increasingly using digital photography and videoing within school as a way of enhancing children's learning. Taking images also helps in the assessment process and helps us to record children's achievements and progress made in completing different projects. These are exciting and creative methods of communication in the 21st century and they enable us to capture and promote school life to the full. In addition, links with the media, especially local newspapers, television, radio and the establishment of school websites has increased. From time to time we would like to use images of staff and pupils for promoting the work done in our school. Our school will do all it can to ensure the images are used properly and that risks are minimised to keep our children safe and secure.

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.

2 Recommended Good Practice

- 2.1 The school follows guidance from the Information Commissioners Office. The Data Protection Act is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the Act should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure.
- 2.2 Photos taken for official school use may be covered by the Act and pupils and students should be advised why they are being taken.
- 2.3 Photos taken purely for personal use are exempt from the Act.

Examples Personal use:

- A parent takes a photograph of their child and some friends taking part in the school Sports Day to be put in the family photo album. These images are for personal use and the Data Protection Act does not apply.
- Grandparents are invited to the school nativity play and wish to video it. These images are for personal use and the Data Protection Act does not apply.

Official school use:

- Photographs of pupils or students are taken for assessment purposes. These images are likely to be stored electronically with other personal data and the terms of the Act will apply.
- A small group of pupils are photographed during a science lesson and the photo is to be used in the school prospectus. This will be personal data but will not breach the Act as long as the children and/or their guardians are aware this is happening and the context in which the photo will be used.

Media use:

- A photograph is taken by a local newspaper of a school awards ceremony. As long as the school has agreed to this, and the children and/or their guardians are aware that photographs of those attending the ceremony may appear in the newspaper, this will not breach the Act

3 Parental permission

3.1 All parents and carers will be asked to sign a consent form allowing any images taken of their child to be used for publicity purposes. A register of children whose parents have not given permission for the images to be used for publicity will be kept in the office and referred to as necessary.

3.2 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.

3.2 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.

4 The School Website

4.1 Only appropriate images will be used on the school website and other online school accounts, and children only be identified by their first name on the school website.

5 Mobile phones

5. Pupils are not allowed mobile phones in school. Adults may bring mobile phones, but must not use them to take pictures of children.

6 Monitoring

6.1 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 Head teacher.

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