

# Image Use Policy for Educational Settings

Amended template May 2018 – 4th Edition

This document is provided as guidance and as a possible template for educational settings to use and adapt to establish safe practice when taking photos and videos of children and young people. These documents will need to be adapted according to individual educational settings requirements and careful consideration will be required by leaders and managers when considering how to implement safe practice.

Kent Schools and settings can contact the Education Safeguarding Adviser (Online Protection) to discuss safe practice: [esafetyofficer@kent.gov.uk](mailto:esafetyofficer@kent.gov.uk) and further information regarding online Safety can be found at [www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding/e-safety](http://www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding/e-safety)

## Disclaimer

Kent County Council (KCC) makes every effort to ensure that the information in this document is accurate and up to date. If errors are brought to our attention, we will correct them as soon as practicable. Nevertheless, KCC and its employees cannot accept responsibility for any loss, damage or inconvenience caused as a result of reliance on any content in this publication

# Castle Hill CP School Image Use Policy



Policy written by: Sue Stockley

Approved by Governing Body in September 2019.

Date to be reviewed: September 2021.

School Designated Safeguarding Lead (DSL): Pete Talbot  
Governor with lead responsibility: Rebecca Farrell-Southin

## Official use of Images/Videos of Children

### **Scope and aims of the policy**

- This policy seeks to ensure that images and videos taken within and by Castle Hill CP School are taken and held legally and that required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- This policy must be read in conjunction with other relevant school policies/guidance including, but not limited to: child protection, anti-bullying, behaviour, GDPR and data security, online safety, Acceptable Use Policies, confidentiality, screening, searching and confiscation and relevant curriculum policies including Relationships and Sex Education (RSE).
- This policy applies to all images, including still and video content taken by Castle Hill CP School.
- All images taken by Castle Hill CP School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:
  - fairly, lawfully and in a transparent manner
  - for specified, explicit and legitimate purposes
  - in a way that is adequate, relevant and limited to what is necessary
  - to ensure they are accurate and up to date
  - for no longer than is necessary
  - in a manner that ensures appropriate security
- The Headteacher and SLT are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

### **Parental consent**

- Written permission from parents or carers will always be obtained before images and/or videos of children are taken, used or published.
- Parental permission will be sought on admission to the setting/school and at other times as required.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all current, relevant images will be removed and disposed of and the record will be updated accordingly.

### **Safety of images and videos**

- All images taken and processed by or on behalf of the school/setting will take place using school/setting provided equipment and devices.
- Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.
- All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Images will not be kept for longer than is to be considered necessary. The Headteacher and SLT will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All images will remain on site, unless prior explicit consent has been given by Headteacher and/or DSL and the parent or carer of any child or young person captured in any photograph.

- Should permission be given to take any images off site then they will be kept securely in an easily identifiable file eg named and dated, with appropriate protection.
- Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably protected.
- The Headteacher and/or DSL reserves the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Only official setting owned equipment and cameras will be used by staff to capture images of children for official purposes. Use of personal equipment and cameras by staff is prohibited.
- Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
- The school/setting will ensure that images always are held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
- Photographs will be disposed of should they no longer be required. They will either be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Headteacher and/or DSL and the parent/carer.

### **Publication and sharing of images and videos**

- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.
- Images or videos that include children will not provide material which could be reused.
- Children's names will not be used on the website or other publication, for example newsletters, social media channels.
- The school/setting will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

### **Usage of apps/systems to share images with parents**

- The school/setting uses iCONNECT in the early years to upload and share images of children with parents.
- The use of the system has been appropriately risk assessed and the governing body/headteacher has taken steps to ensure all data stored is held in accordance with GDPR and the Data Protection Act.
- Images uploaded to iCONNECT will only be taken on school/setting devices.
- All users of iCONNECT are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems after use etc.
- Parents/carers will be informed of the expectations regarding safe and appropriate use (e.g. not sharing passwords or copying and sharing images) prior to being given access. Failure to comply with this may result in access being removed.

### **Safe Practice when taking images and videos**

- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The school/setting will discuss the use of images with children and young people in an age appropriate way.
- A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc

### **Use of Closed-Circuit Television (CCTV)**

- All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be for a maximum of 30 days. All recordings are to be erased before disposal.
- Regular auditing of any stored images will be undertaken by Headteacher/DSL or other member of staff as designated by the leadership team.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
- CCTV cameras will be appropriately placed within the setting.

## **Use of webcams**

- Parental consent will be obtained before webcams will be used within the setting environment for educational purposes.
- All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose. All recordings are to be erased before disposal.

## **Use of photos and videos of children by others**

### **Use of photos and videos by parents/carers**

- Parents/carers are permitted to take photographs or video footage of events for private use only.
- Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school/setting on health and safety grounds.
- Parents/carers are only permitted to take or make recording within designated areas of the school/setting. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the school/setting Headteacher/DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by the school/setting and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

### **Use of photos/videos by children**

- The school/setting will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc.
- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the school/settings online safety policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed. For example, they will be for internal use by the setting only and will not be shared online or via any website or social media tool.
- Photos taken by children for official use will be carefully controlled by the school/setting and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

### **Use of images of children by the media**

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's, or other relevant media, requirements can be met.
- A verbal/written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.

- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

**Use of external photographers (this may include volunteers such as staff or parents)**

- External photographers who are engaged to record any events will be prepared to work according to the terms of the settings online safety policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
- Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people

*S. Stockley (Assistant Headteacher)  
August 2019*



# Consent form for taking and using photos

Child's Name:

Child's Date of Birth:

Date:

**Dear Parent/Carer**

At Castle Hill Community Primary School we take photographs and film pupils as part of our core activity of education. During your child's time at Castle Hill this occurs as part of normal teaching, learning, assessment and safeguarding procedures and as such we do not need your permission for these activities.

However, we do seek your permission to take photographs of your child and use them in the ways described below. Please consider carefully the ramification of not granting permission before you decide.

**Please tick all the relevant boxes, sign each item below and return this form to school.**

I give consent for my child's photo to be stored in SIMS (School Information Management System) as part of their individual data file.

YES  NO  Signed.....

I give consent for my child's photograph to be taken for the school photographer, Paul Hembley for individual, group, class and whole school photographs.

YES  NO  Signed.....

I give my consent for photos and videos of my child to be used on the school website, newsletter and/or the school's learning platform (name will be omitted).

YES  NO  Signed.....

I give my consent for photos of my child with their name to be used in classroom, corridor and entrance displays.

YES  NO  Signed.....

I give my consent for photos and the name of my child to appear in local newspapers and magazines. Please note that some newspapers may require the child's full name and may store photographs for online use.

YES  NO  Signed.....

I give my consent for my child to be photographed and filmed by staff and fellow parents during school productions, sporting activities and events as long as it is made clear each time that these must only be used for personal viewing purposes and must not be published in any format including on-line.

YES  NO  Signed.....

I give my consent for my child's image to be used for identification purposes should they have a specific educational, dietary or medical need which needs to be communicated to all staff for safeguarding purposes. (These photographs will be displayed in the medical room, staff room and school kitchen only).

YES  NO  Signed.....

I give my consent for my child's named image to be taken by the adult in charge on school trips or visits (The image would only be used in the event of an emergency and is shredded on return to school).

YES  NO  Signed.....

I give permission to participate in video conferencing. (Occasionally your child's class may talk to other children or an author for example, outside of the school under the supervision of their Class Teacher).

YES  NO  Signed.....

Please note: this form is valid for the period of time your child is on roll at Castle Hill. Where the consent is given for a specific reason e.g. a trip, medical condition etc. once this need ends the image will be destroyed by shredding.

If you wish to make any changes, please email the school office at [office@castlehill.kent.sch.uk](mailto:office@castlehill.kent.sch.uk) or call the school on 01303 251583 and we will supply you with a new form. If you have any questions, please contact the school office.

### Why are we asking for your consent again?

You may be aware that there new data protection rules came in from 25<sup>th</sup> May 2018. To ensure Castle Hill meets the new requirements, we need to obtain your consent under the new regulations to take and use photos of your child.

We really value using photographs of your child to showcase what they do in school and demonstrate what school life is like to other stakeholders and the wider community, so we really appreciate you taking the time to give consent again.

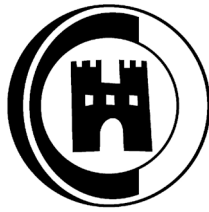
Furthermore it is hugely beneficial to be able to identify children with educational, dietary or medical needs to all staff, to safeguard and ensure their well-being.

Pete Talbot  
Headteacher

Parent/Carer's signature: \_\_\_\_\_

Date: \_\_\_\_\_

Relationship to named child: \_\_\_\_\_



**CONSENT REGISTER**

**Child's Name**.....

**Class** .....

Photographs of my child, and their name, to appear in the local newspaper  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <b>Yes</b> <input type="checkbox"/> I give permission         </div> <div style="text-align: center;"> <b>No</b> <input type="checkbox"/> I do not give permission         </div> </div>
Photographs of my child, and their name, to appear in the school newsletter, on the school website and for use in local newspapers, including electronically  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <b>Yes</b> <input type="checkbox"/> I give permission         </div> <div style="text-align: center;"> <b>No</b> <input type="checkbox"/> I do not give permission         </div> </div>
Professional individual and class photographs of my child  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <b>Yes</b> <input type="checkbox"/> I give permission         </div> <div style="text-align: center;"> <b>No</b> <input type="checkbox"/> I do not give permission         </div> </div>
Video taken of my child at any performance or competition they may represent the school in, which may be purchased by other Parents/Carers  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <b>Yes</b> <input type="checkbox"/> I give permission         </div> <div style="text-align: center;"> <b>No</b> <input type="checkbox"/> I do not give permission         </div> </div>
For my child to be taken off school premises in a supervised group, in the local area, during the school day. Visits may include: Local Shops, The Library, Cinema and the Baptist Church  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <b>Yes</b> <input type="checkbox"/> I give permission         </div> <div style="text-align: center;"> <b>No</b> <input type="checkbox"/> I do not give permission         </div> </div>
For my child to travel in a minibus or a Teacher/Parent's car for short trips  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <b>Yes</b> <input type="checkbox"/> I give permission         </div> <div style="text-align: center;"> <b>No</b> <input type="checkbox"/> I do not give permission         </div> </div>
For my child to wear small stud earrings during their PE lessons. I understand that the school will not be held responsible for any injury my child sustains which is a direct result of them wearing stud earrings  I also understand that it is not the school's responsibility if their earrings are lost or damaged during a PE or Games session  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <b>Yes</b> <input type="checkbox"/> I give permission         </div> <div style="text-align: center;"> <b>No</b> <input type="checkbox"/> I do not give permission         </div> </div>
I give permission for my child to take part in Religious events in school, as it is a legal requirement that all schools have a collective act of worship every day  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <b>Yes</b> <input type="checkbox"/> I give permission         </div> <div style="text-align: center;"> <b>No</b> <input type="checkbox"/> I do not give permission         </div> </div>

**Signed:** ..... **(Parent/Carer)**      **Date:** .....