



Policy to manage the safe use



of children's photographs

1. Introduction

Moulton Chapel School welcomes positive publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for school in publicity materials can increase pupil motivation and staff morale and help parents and the local community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. We need to respect young people's and parents' rights of privacy and be aware of potential child protection issues.

2. Child Protection Issues

Our procedure for reporting the use of inappropriate images is the same as for any other Child Protection issues. Risk occurs when individual pupils can be identified in photographs. Providing the name and photograph of a pupil in a publication or on a website allows the possibility of people outside the school identifying and then contacting pupils directly. The headteacher will decide whether the publication of a photograph might pose a risk to a child.

3. Data Protection Act

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes will require the consent of either the individual concerned or in the case of pupils, their legal guardians. This means that schools should not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.

All parents of children new to the school will be given a form to sign by which they may authorise the use of their children's photographs/videos in display and publicity materials for the school and in local newspapers. A similar form will be issued to all staff and volunteers.

A record of those who have given permission will be kept in the school office and will be recorded on the personal data sheets for each child. These will be sent to parents annually for checking for accuracy.

4. Appropriate uses of images

The headteacher will decide whether the publication of a photograph may pose a risk to a child and will following the Lincolnshire guidelines below:

- ❑ Only use images of children in suitable dress to reduce the risk of inappropriate use. This is a judgement for the headteacher to make but some activities – swimming, gymnastics and athletics – clearly present a greater risk of potential misuse. With these activities, the content of the photograph should focus on the activity, not on a particular child, and should avoid full face and body shots. So, for example, with swimming, shots of children in a pool would be appropriate, or, if possible, seen waist or shoulder up.
- ❑ Never use an image of a child who is subject to a court order.
- ❑ Establish whether the images will be retained for further use.
- ❑ Make sure images are stored securely and used only by those authorised to do so.
- ❑ Do not reuse photographs of children (or teachers) after they have left the school.
- ❑ Secure parental consent.

5. Websites

We will use photographs on our website. Children will be photographed taking part in activities; close-ups will not be used. Whenever possible, cameras will be set at low resolutions for photographs of groups of children to be used on our website. Children will not be identified by their full name. Children's work will be attributed using first names only.

6. Newspapers

Our consent form will include permission for names and photographs to appear in newspapers.

7. Filming events

Parents or other spectators may want to photograph or video record an event such as sports day or arts performances. This is a valuable part of school life and can be very rewarding for both the family and school.

The school holds various events such as the Nativity, Tuliptime Parade, Sports Day where children are filmed by spectators. These are recognised by the school and photographers are requested to minimise any disturbance they may cause.

Parental consent is sought for the filming of events and reminders are given that these should not be used inappropriately and are not for use on social media.

8. Mobile/camera phones

The school has a policy whereby children's mobile phones are handed in to the headteacher at the start of the school day. Staff's mobile phones are to be kept in staff lockers or bags in classroom cupboards and not used within the classroom – especially not for photographic/filming reasons.

This policy was drawn up with reference to Lincolnshire County Council Guidelines and will be reviewed in Autumn 2022.