

FLUSHING C OF E PRIMARY SCHOOL IMAGES POLICY

We aim to teach and learn in a spirit of equality, trust and friendship, providing time for individual needs. We will nurture our children's skills within a broad and balanced education, helping them to achieve their potential, while celebrating and valuing the achievements of all the children.

At Flushing C of E Primary School we welcome positive publicity. Photographs and video clips add colour, life and interest to school activities and initiatives and help the school community to identify and celebrate the school's achievements.

We recognise that images must be used in a responsible way. We respect young people's and adults' rights of privacy and are aware of child protection issues. However we need to balance the risk against promotion. Risks can be minimised by following the guidelines detailed in this policy.

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. For this reason we require the consent of either the individual concerned or in the case of pupils, their legal guardians before we can display these images in the media, in publications, on websites or in public places. This is covered by permission slip sent to all parents.

Child Protection Issues

Risk occurs when individual pupils can be identified by their names alongside photographs. Therefore we will only provide the first name of the children in photographs that are displayed outside of the school. We will not provide names for any other purpose unless special parental consent has been received. Because the content of photographs can be used or adapted for inappropriate use only images of children in suitable dress will be taken. Should the school learn about any inappropriateness of image use involving our pupils, we will immediately act and report it as we would for any other child protection issue.

Images taken by school staff

Images should be taken and stored using school equipment. All images should be deleted as soon as the educational purpose has passed. Should the school learn about any inappropriateness of image use involving our pupils, we will immediately act and report it as we would for any other child protection issue.

Images taken by adults other than school staff

The school allows parents/carers to take photographs/videos (unless it is restricted by copyright) of their own children and other children (as part of a wider shot) at school events. Due to copyright, videoing of school events will not usually be possible, but this will be announced in advance.

If any image of a child(ren) is taken at a school event by either a parent/carer or third party with a view to any publication, then the permission of the Head Teacher must be obtained and special parental consent given. When a commercial photographer/film maker is used we will provide a clear brief, inform parents and children, obtain consent and not allow unsupervised access to children.

Images taken by Children

The school encourages children to take photographs/videos of each other as a way of recording events as part of school work. The use of cameras within school, on trips or visits is part of the pleasure and the learning in the experience. There is no reason why pupils should not be allowed to take photographs so long as anyone photographing respects the privacy of the person being photographed. This is seen as part of the school's code of behaviour. Infringement of this respect of privacy is akin to bullying and will be dealt with in the same way as any other breach of school discipline.

Date of next review: According to the policy cycle document.