



St Peter's CofE Primary Academy Mansfield

Use of Children's Images Policy

September 2023

Reviewed: March 2025

Next Review: March 2027

*The word images is used here to include photographs, digital photographs, webcam, film and video recordings.

Introduction

1. St Peter's CofE Primary Academy Mansfield believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.
2. We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.
3. Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

4. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of

identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer. A sample consent form for pupils is attached at Appendix A.

Parental Consent

5. In seeking consent we will ensure that parents/carers are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies. If parents/carers wish to change their preference at any time, they can do so by contacting the school office.
6. All images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left the school; these images will be destroyed.

Child protection

7. We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
8. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LEA, Social Services and/or the police as appropriate.
9. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

Websites

10. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website.
11. Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education and Skills Superhighway Safety website (<http://safety.ngfl.gov.uk/schools/>).

School Social Media Sites

12. Images of children will not be published on any social media site pages.

13. Parents will be reminded at events not to publish images of children other than their own on social media.

Webcams and mobile phones

14. Webcams and mobile phones can be used to take images without people's knowledge. The school's policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.
15. Mobile phones that can take and transmit images will not be permitted in areas of the school, such as changing rooms or sports facilities, where they could be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly.

External photographers and events

16. If the school invites or permits an external photographer to take photographs within school, we will:
 - Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour;
 - Issue the photographer with a visitor's badge which must be worn at all times;
 - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs;
 - Not allow unsupervised access to children or one-to-one photo sessions at events;
 - Consult our photo-permissions list to ensure children have the appropriate permissions for the image to be taken/used.
17. The same conditions will apply to filming or video-recording of events.
18. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.



CONFIDENTIAL PARENTAL CONSENT FORM



Photograph and Media Permission

Full name of Child/Student in block capitals

The use of digital/video images plays an important part in learning activities. Pupils/students and members of staff may use digital cameras to record evidence of activities in lessons and out of school. These images may then be used in presentations in subsequent lessons. Photographs (printed and digital) and/or video recordings of school activities used for internal records, records of achievement, evidence of learning opportunities and assessment are legally permissible as part of the academy’s purpose.

However, your permission is required for the academy to use photographs and/or videos for marketing, promotion, fundraising and school communications purposes in accordance with the SNMAT Data Protection Policy. We will ensure that when images are published that the young people cannot be identified by the use of their names.

Parents/carers are requested to sign the permission form below to allow the school to take and use images of their children for the following reasons:

Displays in and around the school and Trust (eg on noticeboards, banners etc)	YES/NO	
School and Academy Trust publications, printed or digital (Eg prospectus, newsletters, school magazines)	YES/NO	
School and Academy Trust websites	YES/NO	
School and Academy Trust social media (eg class blogs, facebook page, twitter feed)	YES/NO	
Local and National news publications	YES/NO	
Local and National television networks	YES/NO	
Other (must be specified)	YES/NO	

Parent / Carers Name:

Signed:

Date:

Please note that you have the right to withdraw your consent at any time by contacting the academy either by e-mail to office@stpeters.snmat.org.uk or by telephone: 01623 489980.

In accordance with guidance from the Information Commissioner's Office, parents / carers are welcome to take videos and digital images of their children at school events for their own personal use (as such use is not covered by the Data Protection Act). To respect everyone's privacy and in some cases protection, these images should not be published/ made publicly available on social networking sites, nor should parents/carers comment on any activities involving other pupils/students in the digital/video images. The academy has the right to withdraw permission for parents to take videos and digital images of children at school events in particular circumstances.

I agree that if I take digital or video images at, or of, academy events, which include images of children other than my own, I will abide by these guidelines in my use of these images.

Signed:

Date: