

Ryefield Primary School



Images Policy

October 2007

The school would like to thank Bradford County Council for support in creating this policy.

General

Since the introduction of the Data Protection Act in 1998, schools must be very careful if using photographs, videos and webcams of clearly identifiable people. The Data Protection Act 1998 also affects use of photography. There are several issues to be aware of. Schools must get the permission of all the people who will appear in a photograph, video or webcam image before recording the footage. That means children as well as adults. Ryefield's consent forms for both children and adults can be found on Page 4 and Page 6 of this document.

The forms make it clear:

- Why that person's image is being used
- What it will be used for, and
- Who might want to look at the pictures

When taking images at an event attended by large crowds, such as a sports event or a festival, this is regarded as a public area so permission of everyone in a crowd shot is not necessary. People in the foreground are also considered to be in a public area, however, photographers should address those within earshot, stating where the photograph may be published and giving them the opportunity to move away. If a person wants to use an image of, for example, the winner of the District Sports – with the crowd in the background – s/he must get the race winner's verbal permission and record the fact that this has been done. Consent can be obtained when a photograph is taken or when you return to school. The verbal consent form is on Page 7.

If images from an agency are used, it is the agency's responsibility to get permission from all those appearing in the image before it is recorded. However, it is ultimately the school's responsibility to ensure that permission was obtained, so get this in writing from the agency concerned.

General Guidance

Images used solely on School Premises

Occasionally members of staff may use photographs of children in their classroom or elsewhere in the school. The school will *not* seek parental consent to use images of children *solely* on school premises, however, if parents do not wish their child's picture to ever be displayed on school premises they should put this request in writing to the headteacher.

Regarding images displayed in school:

- If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption (on rare occasions additional consent may be sought to use first names)
- We will not include personal e-mail or postal addresses, or telephone or fax numbers on video or photographs used on school premises
- If we name a pupil in the text, we will not use a photograph of that child to accompany the article

- We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”
- The school does not permit video recordings of children by parents or carers on school premises, e.g. at the Christmas Production or class assemblies
- The school will allow parents to take photographs of their own children/group photos, for their own use, at the end of productions
- Fixed framed images of children may be used after the child has left Ryefield, though as above, the children will not be named
- The school will not allow video or webcam images to reach the public domain without parental permission. For instance, if communicating via computer with other children in another country

The length of consent

It is important to get consent from the parent, guardian or carer of a child or young person up to the age of 18 (this is called ‘parental consent’). Our form asks for permission throughout the child’s school life. These forms will be given out any time a new child joins Ryefield and they will also, in the first instance, be sent to all children in the school. Individuals will, of course, need to check that a child has permission before an image is used, but will not need to seek permission again unless we have been notified of changed circumstances.

Other issues

Occasionally, members of the press may take photographs or film footage of Ryefield. For example, a visit by the mayor may result in a press photographer taking pictures of the Mayor with children. It is possible that in such circumstances the child’s name will appear with the image. Although the press can claim exemption from the Data Protection Act for journalistic work (section 32), some parents may object to their children appearing in the media in this way. Therefore, we have included this option on the consent form for schools.

The school tries to include images of children from different ethnic communities in communications, and to use positive images of disabled children. This will ensure that the images are inclusive of the whole community and comply with the Disability Discrimination Act.

The school will only use images of pupils in suitable dress, to reduce the risk of the images being used inappropriately. For example, we won’t use photographs of children in swimming costumes.

Websites

When using websites Ryefield avoids using:

- Personal details or full names (first name and surname) of any child or adult in a photograph (in rare circumstances, first names may be used with additional consent)
- Personal e-mail or postal addresses, and telephone or fax numbers.

If a photograph of an individual child is used, we will not include that child's name in the accompanying text or photo caption. If a pupil is named in the text, the school will not include a photograph of that child. This will avoid the risk of inappropriate and unwelcome attention from people outside the school.

Additionally, when using a group or class photograph we use general labels such as "a science lesson" or "making Christmas decorations".

No photographs will be placed on a website without parental permission.

School prospectuses and other literature

No pictures will appear in the school prospectus, or similar, without parental permission. This may include any publication that is distributed to parents, e.g. the school newspaper. It is also policy to avoid naming a child in the text or accompanying photo caption if they appear in a photograph – and vice versa.

Webcams

The regulations for using webcams are similar to those for CCTV (closed-circuit television). This means that the area in which you are using the webcam must be well signposted and people must know that the webcam is there before they enter that area. In effect, this means we are getting their consent. As with photographs, we tell the person:

- Why the webcam is there
- What you will use the images for, and
- Who might want to look at the pictures

Mobile phones

Multi media messaging service mobile phones can take and transmit images which may be personal data. The school, however, does not allow children to possess a mobile on school premises.

Pupil consent form for use of images

Occasionally members of staff may use images of children in their classroom or elsewhere in the school. The school will *not* seek parental consent to use images of children *solely* on school premises, however, if parents do not wish their child's picture to ever be shown on school premises, they should put this request in writing to the headteacher.

Name of child: _____

Child's Class: _____

Occasionally, we may take photographs of the children at our school. We may use these images in our school prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for school-to-school conferences or other external use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes. If a child appears in a newspaper or on television there is a possibility they will be named.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer the questions below, then sign and date the form where shown and return the completed form to the school

Please circle your answer



May we use your child's photograph in the school prospectus and other printed publications that we produce for promotional purposes?

Yes / No

May we use your child's image on our website?

Yes / No

May we use your child's image on video or webcam?

Yes / No

Are you happy for your child to appear in the media?

Yes / No

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

Please note that the conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Parent's or guardian's signature: _____ Date: _____

Name (capitals): _____

Conditions of use

The school will *not* seek parental consent to use images of children *solely* on school premises, however, if parents do not wish their child's picture to ever be displayed or shown on school premises, they should put this request in writing to the headteacher.

Parents will be allowed to take photographs of their own child and/or group photos after a production or class assembly, but this will be for their own use only.

The school will not re-use any photographs or recordings after your child leaves this school, though occasionally fixed framed photographs will stay on display after the child has left.

We will not use the personal details or the names of any child or adult in a photographic image in our school, on video, on our website, in our school prospectus or in any of our other external printed publications (On rare occasions additional consent may be sought to use a first name on school premises).

We will not include personal e-mail or postal addresses, or telephone or fax numbers in school, on video, on our website, in our school prospectus or in other printed publications.

We may include pictures of pupils and teachers that have been drawn by the pupils.

We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations".

Videos and Webcams

It is school policy that parents/carers are not allowed to video children on school premises, e.g. at the Christmas Production or class assemblies. No video or webcam recording will reach the public domain without the parent/carer permission sought overleaf. Occasionally video recording may be used within Ryefield for educational purposes. The recordings will not be distributed and will be deleted after use. Parents that would like their child not to partake in this arrangement may put their request in writing to the headteacher.

Staff consent form for use of images

Occasionally members of staff may appear in photographs in classrooms or around the school. The school will *not* seek staff consent to use images *solely* on school premises, however, if staff members do not wish their picture to ever be displayed on school premises, they should put this request in writing to the headteacher.

Name: _____

Occasionally, we may take photographs of children at our school and staff members may appear in them. We may use these images in our school prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images with staff, which may appear in local or national newspapers, or on televised news programmes.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of you. Please answer the questions below, then sign and date the form where shown and return the completed form to the school

Please circle your answer



May we use your photograph in the school prospectus and other printed publications that we produce for promotional purposes?

Yes / No

May we use your image on our website?

Yes / No

May we record your image on video or webcam?

Yes / No

Are you happy to appear in the media?

Yes / No

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

Please note that the conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Signature: _____ Date: _____

Name (capitals): _____

Verbal consent form for use of images


Name of the project: _____

Name of the photographer or recorder: _____

Photographer's
address: _____

*(Insert the name of the person
to be photographed/ recorded.)*

_____ has verbally agreed to have their *photograph taken / *be videoed.
Contact tel no _____

	<i>Please tick the correct box</i>	
	Yes	No
 In accordance with the Data Protection Act 1998, I have explained that: We may use these images in printed publications produced by Ryefield, for promotional purposes.		
We may use these images on our website, and it is understood that websites can be seen throughout the world and not just in the United Kingdom, where UK law applies.		
May we use these images in promotional videos?		
This form is valid for *two years from the date of signing / *for this project only.		
We will not re-use any images *after this time / *after the project is completed. Your consent automatically expires at that point.		
We will not include details or full names (which means first name and surname) of any person, in an image on video, on our website or in printed publications, without good reason. For example, we may include the full name of a competition prize winner if we have their consent. However, we would not include the full name of a model used in promotional literature.		
We will not include personal e-mail or postal addresses, or telephone or fax numbers, on our website or in printed publications.		

Your signature: _____ Date: _____

**Please delete the options that do not apply.*