



# **Use of Images Policy**

Rudyard Kipling Primary School

**August 2024**

# Rudyard Kipling Primary School and Nursery

## Use of Images Policy

### Introduction

Photographs and videos are an increasingly important part of school life. They can be used to provide evidence of learning breakthroughs and milestones; to celebrate the diverse range of experiences in a school; to enthuse children about their education and to act as a 'shop window' which displays events and achievements the school is proud of with the wider world. Visual images must be used responsibly, particularly when published online. Issues around safeguarding and data protection should always be considered whenever pictures and videos are shared with the community or the wider world.

Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues around still and moving images. At Rudyard Kipling Primary School, every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs where required.

### Child Protection

There may be a risk when individual pupils can be identified in photographs. For that reason the governing body of Rudyard Kipling Primary School have developed this policy to make every effort to minimise risk. In the event of the inappropriate use of children's photographs the Head teacher will inform the local Child Protection Officer and Social Services and / or the Police.

### General Data Protection Regulation

Under the terms of the GDPR, photographs and video images of pupils and staff are classed as personal data. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or, in the case of pupils, their legal guardians. Rudyard Kipling Primary School will not display images of pupils or staff on websites, in publications or other public domain spaces without such consent. (See Appendix 1). That notwithstanding, there are certain categories of image which the school is allowed to process and display without additional consent under the following legal basis: "Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller" - GDPR Article 6(1)(e). These categories include:

- Images which are kept within the school for purposes of the collection of evidence of learning,
- Images which are kept within the school for purposes of celebrating school ethos and achievements.
- Images used to identify individuals as part of the school's information management system.

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The GDPR does not apply to photographs or films taken for personal use by family and friends.

### Filming of Events

Parents/guardians often like to take photographs and videos of children at school events such as celebration assemblies or school productions. It is our policy to make a clear announcement before these events to the effect that any photographs taken which include children other than the photographer's own children are for personal use only and should not be uploaded to or shared on social media.

On occasions, commercial video films may be made of children performing in school productions. In these situations, additional consent will be sought from the parents/guardians of those pupils concerned.

### School Trips and Visits

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Photographs of children may be taken on school trips by the trip leader or by other school staff who are assisting on the trip. Only approved school cameras may be used in these circumstances.

Photographs of children may not be taken by parents who are assisting on school trips.

## **Image storage**

Photographs and videos will be stored on the school network server. These images are considered to be of 'amber' security level. They can only be accessed by staff with the appropriate level of security clearance. See our Data Protection Policy for further details. Photographs should be moved from the camera into the appropriate folders on the school network. The storage of electronic images will be regularly reviewed by a senior member of staff.

## **Retention and Disposal**

Images used as educational evidence and in displays around the school will be kept for up to one year after the individual has left the school. Photographs and videos will be securely deleted from cameras' memory cards at the end of term.

## **Camera Phones in Schools**

Modern mobile phones have additional camera functionality and thus fall under the governance of this policy. In order to minimise risk at Rudyard Kipling Primary School, staff will only use mobile phones in office areas, the staff room or areas away from the children while school is in session. Visitors will be advised of the ban on the use of camera phones in school through the use of signage in the reception area and, wherever possible, will be accompanied by a member of staff during the duration of the visit. Children who bring a mobile phone on to the school premises will hand their phone in at the school office at the beginning of the school day and collect it at the end of the school day. If it is found that cameras or camera phones have been misused whilst on the school premises, the school will follow the disciplinary procedures as outlined in our behaviour policy. In some cases it may be necessary for us to contact children's social care and/or the police.

## **School Photographer**

A professional school photographer visits our school twice a year. In the Autumn term individual photographs are taken. The school is supplied with an electronic copy of these photographs for use in our information management system. These photographs are kept for the duration of the child's time in the school. As a processor of data on our behalf, we ensure that the photographer is GDPR compliant.

## **Images for school publications:**

The school will only take and use images that are appropriate and are considered to not be open to misuse. If an image of a child is used, the child's name will not be published. If a name is published, no image will be used without specific consent from parents/carers.

Children will be given the option to not have their image used if they are the sole focus of the picture. Images used for publications such as the school's prospectus will remain part of the published document until that edition of the document is superseded.

## **Images for the school website.**

School websites are part of the Internet and are more easily accessible than paper based school

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publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names.

### **The Press: newspapers/websites**

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that:

- Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.
- Pupils must not be approached or photographed while at school without the permission of the school authorities.

Rudyard Kipling Primary School will provide names of children to accompany photographs published in newspapers and magazines only where the parent or guardian have provided their consent.

### **Appendix I:**

Permissions sought for use of images. These will initially be gathered electronically using the 'SchoolPing' communication system. Any outstanding permissions will be sought by a paper copy of the form. The questions relevant to this policy are as follows:

- I/we give permission for my child's artwork, written work or a recording of their voice or instrument playing to be reproduced or presented on the school website, school display screen, printed school publications such as posters and brochures or in local or national media.
- I/we give permission for photographs and/or videos of my child to be displayed on the school website and on the display screen in the school lobby for the duration of the time they are at our school. I understand that my child's name will not be used in published images.
- I/we give permission for photographs of my child to be included in publications promoting a positive image of the school such as brochures, prospectuses and flyers for the duration of that publication's life. I understand that my child's name will not be used in published images.
- I/we give permission for photographs of my child to be included in local or national newspapers and their websites and understand that my child's name will not be used unless I give additional permission for this.
- I/we give permission for my child to be included in whole Class Photos to be taken by an external photographer in accordance with our Data Protection policies and shared with/sold to families of other children in my child's class. I understand that my child's name or information will not be included.
- I/we give permission for photographs of my child to be included in the school's social media feed (Twitter @RudyardSchool).
- I/we give permission for photographs of my child to be included in the school's social media feed (Instagram: rudyardkiplingprimaryschool).
- I/we give permission for you to use my email address or mobile phone number to send me messages about non-core school business (for example to promote events in the school or the local community such as school fairs, concerts etc.)

In addition to data processing permissions we would also be grateful if you could give your consent for the following school activity:

- I/we give permission for my child to be included in trips to the local area.

### **Withdrawing your consent:**

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any data that has been processed or published prior to withdrawal