

# **Somervale School Policy and Guidance on the Use of Photographic Images**

## **1. Rationale**

Safeguarding and promoting the well-being of children is of prime concern to the school. This policy aims to ensure that adequate arrangements are in place to allow the full and proper use of photographic images while meeting the law and ensuring the safety and privacy of all members of the school community.

## **2. Purposes and objectives**

- To respect the rights of privacy of the children in the photographic images.
- To safeguard children and adults from the improper use of photographic images of them.
- To provide clear guidelines for the appropriate use of photographic images in the setting of Somervale school:

### **Typical Uses of Photographs**

- For GCSE examination submissions e.g. videos of swimming, trampolining, athletics events.
- Key skills for PE.
- Video Based Learning Project in PE (using the DartTrainer software), this secondary school software allows for recording and subsequent manipulation of video images of children in physical education and sporting activity.
- Performing arts including dance and movement, concerts, drama performances, parent evenings.
- Sports days and sports fixtures and the use of photographic equipment by parents and carers and children from the other school.
- School trips and outdoor activities.
- Media including newspapers and television especially when some editors require children's names when publishing photographs.
- Displays in Somervale School of children's activities.
- Publications by Somervale School and by the Council .Somervale School and council web-sites.
- Staff training and professional development activities. Publicity material for contractors.
- Time lapse photography for recording of building development.

The term 'children' is used to cover 'children and young people' throughout.

## **3. Monitoring, Evaluation and Review**

The Governing body has responsibility for monitoring the school's policy and associated guidelines. They will have evidence through the Students and Learning sub committee of:

- A clear document providing guidelines for good practice in the use of photographic images.
- A record of agreements from parents/carers of all students being sought and given or refused.
- The awareness of and support for this policy of the Child protection and/ or Health and Safety governor.

## **4. Guidelines**

### **Good Practice**

The following advice represents good practice in the use of photographic images involving children.

1. When taking a picture the school must obtain the consent of the person in the picture and from their parent or carer. (Where parental responsibility is shared between two households, permission from both parents)
2. Have a signed agreement (see Appendices 2 & 3).
3. Use the image in its intended context.
4. Follow the commitment made in the consent forms not to name the child;
  - not to use the photograph out of context;
  - not to use the photograph to illustrate sensitive or negative issues.
5. When photographing children:
  - Ensure that parents and carers of young people have signed and returned the school consent form for general photography (see Appendix 1). Any images going beyond the school need additional specific consent (see Appendix 2).
  - Ensure all children are appropriately dressed.
  - Avoid images that only show a single child with no surrounding context of what they are learning or doing.
  - Photographs of three or four children are more likely to also include their learning context.
  - Do not use images of a child who is considered very vulnerable, unless parents / carers have given specific written permission.
  - Avoid naming young people. If one name is required then use the first name only where possible.
  - Use photographs that represent the diversity of the young people participating.
  - Report any concerns relating to any inappropriate or intrusive photography to the Head teacher / manager.
  - Remember the duty of care and challenge any inappropriate behaviour or language.
  - Do not use images that are likely to cause distress, upset or embarrassment.
  - Regularly review stored images and delete unwanted material.

#### 6. Parental Permission

A record of children whose parents have not consented to the use of images of their child will be available to staff.

Use of images of children requires the consent of the parent / carer. Permission should always be obtained, by using the form in *Appendix 1*, when a child joins Somervale School. The form covers both the school and the council when using the photographs in publications and on web-sites. Each year as part of a standard communication, ask parents if they wish to change their permission. If they do, encourage them to contact the head teacher.

When a parent does not agree to their child being photographed, the head teacher must inform staff and make every effort to comply sensitively.

For example, if a child whose parents have refused permission for photography is involved with a sports event, e.g. a football match, it may not be appropriate to photograph the whole team. Careful liaison with parents is therefore essential. With discussion it may be possible to agree other options. The parent may accept a team photograph if names are not published or they may be prepared to relent if it affects the whole team.

When photographic images are intended for transmission or sharing beyond the establishment e.g. television broadcasts, images on intranet sites, or are being taken in

relation to a special or unusual project or outside normal day- to-day activities of the school, consideration should be given to obtaining specific permission. (*See Appendix 2*).

### **Inter-School Fixtures**

Apply these guidelines to inter-school events. If a vulnerable child is involved, it will be necessary to liaise with a member of staff from the other establishment so that they are aware of the wishes of the parents or carer of the child and seek the co-operation of the parents of the opposing team.

### **Teacher Training and Portfolios**

During teacher training and with newly qualified staff, colleagues need to compile portfolios with photographs of children during lessons. Staff should act responsibly in compiling these images. A member of the management team may wish to oversee the compiled images as part of the management process and consider their appropriateness.

### **Displays in Schools**

Still photographs shown on displays and video clips available during open / parents' evenings should depict children in an appropriate way. They should not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Do not use photographs or images likely to cause embarrassment. For example, if a child has successfully completed a gymnastics or swimming award, it would be appropriate to show the child in a tracksuit rather than leotard or swimsuit.

### **Parents Evenings, Concerts, Presentations**

To allow the appropriate recording of children's images by parents / carers:

- ensure that children are appropriately dressed;
- obtain parental permission with the form in Appendix 1 ;
- be aware of any child who should not be photographed and monitor the use of cameras and anyone behaving inappropriately.

### **Practical Examination Evidence**

This covers the use of video material recording pupils' level of performance in examined practical aspects that are unable to be assessed during the moderating examiner's school visit. The protocol laid down by the major exam boards is that this material should be returned to Somervale School when the examiner has completed his / her judgments. It would therefore be good practice for colleagues to establish what will happen to the video evidence in discussion with the external examiner during their visit.

## Children Photographing Each Other

This practice can occur extensively during offsite activities particularly during residential periods. Staff should maintain the supervision and management control specified in the council's Safety in Outdoor Activities Guidance. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved (see also section ref mobile phones).

## Newspapers. TV

Several scenarios can occur:

### 1. Team photographs:

- When everyone is prepared to allow team photographs and, full names to be published. In this situation publication can occur.
- If a parent is not happy to have a child's name printed on a photograph then consideration could be given to publishing the photograph with no names. The head teacher / manager should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
- If parents of a child have indicated that the child is vulnerable and should not have a photograph printed then a team photograph may not be appropriate.

### 2. Photo opportunities:

- When a school invites a newspaper to celebrate an event, the head teacher should make every effort IN ADVANCE to ensure that the newspaper's requirements can be met
- Almost without exception, this means the paper will prefer to publish the full names of anyone in a photograph they print.  
The only exception to this might be (as above) in a larger group shot (e.g. a group of more than 10 children).
- However newspapers usually prefer to work with smaller groups of children -e.g. three or four -and for this number names would more likely be required.
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names, unless agreed at the time of invitation.
- Newspapers will not print anonymous photographs, but they are aware of the issues in this area and may be prepared to caption photographs more generally, e.g. 'Children at XXX School enjoying the game'.
- The school must give thought to this beforehand -and parental permission / opinion must be their key guidance.
- This might mean offering only those children whose parents are happy for publication of photographs and names for inclusion in any photo opportunities.
- If this is not possible -for instance because a specific group of children have achieved something, and parental permission re. the publication of full names is withheld for one or more of the group -it might be possible to negotiate a 'first names only' agreement with the newspaper . Otherwise the school must be prepared to forego newspaper publicity.

**News broadcasts:**

- Depending on the circumstances, general permission from parents may cover *News* broadcasts, but specific permission should be considered.
- If a request is made to film or interview individuals, seek information from the reporter on whether the child is to be identified and how. Specific permission should be sought in such cases.

**Use of Internet | Intranet Sites**

All students who use the internet and other computer facilities must agree to the school's ICT Acceptable Use Policy and need to sign the Appropriate Use Agreement and Parental Permission Form as must their parents, before they are allowed to access the facilities. Any violation of the policy may result in loss of use of ICT facilities or further disciplinary measures.

Advice on safe use of the facilities will be provided and filters and monitors on the system will be used to protect children using the system. Protection will be regularly updated.

Where images of individual children are to be used on the internet specific permission will be sought.

**Mobile Phones**

Students should not bring mobile phones to school but if it is necessary to do so then students should leave their mobile phone at the school main office at the start of the school day and then collect it at the end of the school day. Access to inappropriate materials and images and the sending of images that can be misused would be classified as inappropriate and would result in disciplinary action, up to the highest level of sanction.

**5. Roles and Responsibilities**

The Governing body has direct responsibility for this Policy which will be implemented by:

The Headteacher: Mr M Gorman

The nominated governor for child protection issues: Mrs A Penny

The Designated member of staff for Child Protection issues: Ms H Cox and Mr M Kenny

All staff

**6. Key Dates**

**Date: July 2006**

**Review date : July 2008**

## Appendix 1

### Consent for the Use of **Photography and Images of Children**

Dear Parent or Carer

During your child's life at Somervale we may wish to take photographs of activities that involve your child. The photographs may be used for displays, publications and on a web-site by us, by the Local Education Authority or by local newspapers.

Photography or filming will only take place with the permission of the head teacher, and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named if there is a particular reason to do so (e.g. they have won a prize), and home addresses will never be give out. Images that might cause embarrassment or distress will not be used nor will images be associated with material on issues that are sensitive.

Before taking any photographs of your child, we need your permission. **Please complete and sign the consent form overleaf and return to** by You can ask to see images of your child held by the establishment. You may withdraw your consent at any time.

**NB** There may be other circumstances, falling outside the normal day to day activities of the school, in which pictures of children are requested. The establishment recognises that in such circumstances specific consent from parent or carer for each event will be required before photography or filming of children can be permitted.

If you wish to attend establishment functions and take photographs of your and other people's children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events.

If you have any queries regarding this policy, please contact Ms H Cox or Mr M Kenny.

Thank you.

## Consent Form

### For the Use of Photography and Images of Children

Name of Child (Block Capitals):		
Name of person with parental responsibility for the child:		
<p>I understand that:</p> <ul style="list-style-type: none"> <li>• Photographers acting on behalf of Somervale School or Bath and North East Somerset Council may take images for use in displays, in publications or on a website.</li> <li>• The school and the local media may take images of activities that show Somervale and our children in a positive light e.g. drama and musical performances, school trips, sports and prize giving.</li> <li>• The images will be used in accordance with the Council's guidance on the Use of Photographic Images of Children.</li> <li>• Embarrassing or distressing images will not be used.</li> <li>• The images will not be associated with distressing or sensitive issues. The school will regularly review and delete unwanted material. If I give consent I can withdraw it at any time.</li> <li>• Specific consent will be sought in the incidence of pictures being used outside the normal school site or publications</li> </ul>		
Having read the above statement, do you give your consent for photographs pictures to be taken and used?  <i>(Please tick the appropriate box)</i>	<input type="checkbox"/>	<b>YES</b> , I give my consent for and other images to be taken and used
	<input type="checkbox"/>	<b>NO</b> , I do not give my permission for pictures to be taken and used
Comments/requests:		
Signature of person responsible for the child:		
Relationship to the child:		
Date (Date/Month/Year):		

## Appendix 2

### Consent For the Use of Photographic Images of Children (Outside the normal day to day activities of the school)

We seek your consent for the use of photographic images of your child in relation to the activity detailed below:

To Name of parent or guardian: ..

Name of child Establishment: Address:

#### **Project Description:**

(Statement should include description, circulation, timescale, access, agencies involved, copyright of material).

,

**To the parent/carer** *Please circle*

1. May we use your child's images in the above project? **Yes / No**

Signature Date .

**Please return this form to:**

## **Appendix 3**

### **Agreement with Photographers**

Bath and North East Somerset Council/ Somervale School is commissioning agreed photographic work with (name photographer).

These commissioned images will be used in the Council's/School's publications, and/or our website. The photographs may also be issued to the media for their use with our permission e.g. photo caption picture stories.

It is unlikely that the images will be used in a situation where the Council would receive money for the image e.g. in advertising material. If this were to be the case then the Council would contact the originating photographer to discuss these specific circumstances.

The photographer's signature for the agreement of the Council/School to hold the copyright of the images commissioned is agreed by the (named photographer) under the conditions stated above.

(signature of photographer) Date:

## Appendix 4

### Advice on Seeking or Giving Agreement to Use Photographic Images with the Media/Press

#### 1) Seeking agreement:

If you wish to make use of a photograph or image of children in your school that has appeared in the press or other media:

- Contact the publication direct to request a copy, with as much detail as possible, e.g. who, when the photo/image was taken/published, circumstances/activity, reference number, if known etc. and for what purpose you wish to use it.
- Check whether there are any conditions or limitations on the use of the image e.g. would you be expected to credit the publication; it may not be permitted to use it in a money- making activity or to be used out of the context for which it was originally intended.

Generally, this is all that will be required in order to access the image.

#### 2) Giving agreement:

If approached by the press or other media with a request to use an image that the school owns, always check what it is intended to be used for. Be wary if it is for any commercial activity. If in doubt, contact Bath and North East Somerset Press *Office* (01225477495) for advice prior to agreeing to release images.