

## Image Usage Policy



### Introduction

1. Summerfield Primary School 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 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 or guardian.
5. In seeking consent we will ensure that parents 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.

### Child protection

6. 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.
7. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated staff, the LA, Social Services and/or the police as appropriate.
8. 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 or for whom we have not obtained parental permission.

## **Websites**

9. 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.

## **External photographers and events**

10. 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 identification which must be worn at all Times
- Not allow unsupervised access to children or one-to-one photo sessions at events
- The same conditions will apply to filming or video recording of events.

11. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press.