

Appendix 5



Use of Images and Videos

1. Introduction

- 1.01 This use of images policy applies to the use of any film and electronic photographic equipment. This will include cameras, mobile phones, webcams, tablets and portable gaming devices with inbuilt cameras as well as other forms of digital technology and resources for storing and printing images.
- 1.02 As digital cameras and mobile phones have become more advanced and easier to use, it is increasingly likely that children and their families will be using digital photography as part of their family life.
- 1.03 Digital technology has increased the potential for cameras and images to be misused and inevitably there will be concerns about the risks to which children and young people may be exposed. However, we are aware that the behaviours of individuals using the technology present the risk, not the technology.
- 1.04 Our school's policy is based on Kent County Council guidance which itself was formed after discussions between the press, Kent County Council, other schools and safeguarding staff.
- 1.05 Most children who suffer abuse are abused by someone they know. We have taken the view, in consultation with the local police force, that the risk of a child being directly targeted for abuse through being identified by a stranger is small. By taking reasonable steps to make certain that a photograph is appropriate and the full name and contact details are protected, then photography for setting and other events by staff, families and the media should be allowed. We are aware that the widespread use of mobile telephones as digital cameras would make banning them very difficult for settings to impose and police. Generally, photographs for school and family use and those that appear in the press are a source of pleasure and pride. They enhance self-esteem for children and young people and their families and this practice should continue within safe practice guidelines.
- 1.06 The DSL and/or the Management Team is ultimately responsible for ensuring the acceptable, safe use and storage of all technology and images. This includes the management, implementation, monitoring and review of the setting's Image Policy. The manager and /or DSL can reserve the right to view any images taken and/or to withdraw or modify a member of staff's authorisation to take or make official images at any time. All members of staff and their managers must ensure that all images are available for scrutiny and be able to justify any images in their possession.

2. Official use of Images & Videos of Children by The Abbey School

Scope and aims of the policy

- 2.01 This policy seeks to ensure that images and videos taken within and by The Abbey School are taken and held legally and the required thought is given to safeguarding all members of the community.
- 2.02 This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- 2.03 This policy must be read in conjunction with other relevant school policies including (but not limited to) Safeguarding and Child Protection, Anti-Bullying, Behaviour, Data Security, Image Use, Acceptable Use Policies, Confidentiality, Screening, Searching and Confiscation and relevant curriculum policies including computing, Personal Social and Health Education (PSHE), Citizenship and Sex and Relationships Education (SRE) and the Online Safety Policy
- 2.04 This policy applies to all images (including still and video content) taken by the school.
- 2.05 All images taken by the school/setting will be used in a manner respectful of the eight Data Protection Principles (Data Protection Act 2018). This means that images will be:
- fairly and lawfully processed
 - processed for limited, specifically stated purposes only
 - used in a way that is adequate, relevant and not excessive
 - accurate and up to date
 - kept on file for no longer than is necessary
 - processed in line with an individual's legal rights
 - kept securely
 - adequately protected if transferred to other countries
- 2.06 The Data Controller/DSL and Management team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the School Image Use Policy.

Parental Consent

- 2.09 Written permission from parents or carers will always be obtained before images/videos of children are taken, used or published by the school.
- 2.10 Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- 2.11 Written consent from parents will be kept by the setting where children's images are used for publicity purposes (such as brochures, websites or publications), until the image is no longer in use.

- 2.12 Parental permission will be sought on admission.
- 2.13 A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Safety of Images and Videos

- 2.14 Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- 2.15 All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- 2.16 Images will not be kept for longer than is to be considered necessary. A designated member of staff (Data Controller or DSL) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- 2.17 All images will remain on site at all times, unless prior explicit consent has been given by both Data Controller and DSL and the parent or carer of any child or young person captured in any photograph.
- Should permission be given to take any images off site then all relevant details will be recorded, for example who, what, when and why and data will be kept securely (e.g. with appropriate encryption).
- 2.18 No memory stick, CD or storage device containing images of children should be taken offsite. Where staff need to work on images at home, data should be stored on OneDrive/Sharepoint.
- 2.19 The Data Controller and/or DSL reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.
- 2.20 Staff may use personal equipment to capture images of children for official purposes, but these images should be transferred to the school system and deleted from the device at the earliest opportunity. Images should not leave the school premises on staff personal devices. Staff should also be aware of any cloud backup or sharing services on their devices and ensure deletion of images.
- 2.21 Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use.
- 2.22 The school will ensure that images always are held in accordance with the Data Protection Act 2018 and suitable child protection requirements (if necessary) are in place.
- 2.23 Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Data Controller and/or DSL and the parent/carers.

Publication and sharing of images and videos

- 2.24 Images or videos that include children will be selected carefully for use e.g. only using images of children who are suitably dressed.
- 2.25 Images or videos that include children will not provide material which could be reused.
- 2.26 Children's full names will not be used on the website or other publication (e.g. newsletters, social media channels) in association with photographs or videos.
- 2.27 The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

Safe Practice when taking images and videos

- 2.28 Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- 2.29 The school will discuss the use of images with children and young people in an age appropriate way.
- 2.30 A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- 2.40 Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.

Use of Closed-Circuit Television (CCTV)

- 2.41 All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- 2.42 Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.
- 2.45 Regular auditing of any stored images will be undertaken by the Data Controller and/or DSL or other member of staff as designated by the management team.
- 2.46 If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
- 2.47 CCTV cameras will be appropriately placed within the setting.

3. Use of Images & Videos of Children by Others

Use of Photos/Videos by Parents/Carers

- 3.01 Parents/carers are permitted to take photographs or video footage of events for private use only.
- 3.02 Parents/carers who are using photographic equipment must be mindful of others (including health and safety concerns) when making and taking images.
- 3.03 The opportunity for parents/carers to take photographs and make videos can be reserved by the school/setting on health and safety grounds.
- 3.04 Parents/carers are only permitted to take or make recordings within designated areas of the school. Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas etc.
- 3.05 The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- 3.06 Parents may contact the school setting/Data Controller/DSL to discuss any concerns regarding the use of images.
- 3.07 Photos and videos taken by the school and shared with parents should not be shared elsewhere (e.g. **posted on social media sites**), to do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

Use of Photos/Videos by Children

- 3.08 The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera (e.g. unsupervised areas, toilets etc.).
- 3.09 The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the school mobile phone and online safety policy.
- 3.10 All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- 3.11 Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- 3.12 Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 2018.
- 3.13 Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed by the school e.g. will be for internal use by the school only (not shared online or via any website or social media tool).

- 3.14 Photos taken by children for official use will be carefully controlled by the setting and will be checked carefully before sharing online or via digital screens.

Use of Images of Children by the Media

- 3.15 Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met.
- 3.16 A written consent form will be signed by parents and carers to allow students' images to be used for school business. The school ensures that only an accepted amount of personal information (e.g. first names only) will be published along with images and videos.
- 3.17 The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- 3.18 Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

Use of Professional Photographers

- 3.19 Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's policies.
- 3.20 Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent.
- 3.21 Photographers will not have unsupervised access to children and young people

4. Parental Consent Form for Images

4.01 4.02-4.08 are enclosed within the Admission Form for Parents/Carers to complete when a student is enrolled.

4.02 The use of photographs and videos play an important role in our school and in the education of our students. Student photographs have long been a source of pride for the school, the students and families.

4.03 We also recognise that photographs appearing in the press can enhance self-esteem for students and their families, and this practice should continue within safe practice guidelines.

4.04 With this in mind we are keen to use images taken in school to celebrate our students' success, but balance this with our duty to safeguard students in our care.

4.05 Below we have listed all of the ways that we use images in school. We ask that you consent to the school using pictures of your child for these purposes

- Presentations and displays in school
- Presentations to other professionals
- Displaying on the school's web site
- News items in the press (often published with a student's full name)
- The school's newsletter
- The school prospectus, video prospectus and other promotional material for the school
- Use in lessons and revision aids
- Use on the school information management system
- School photographer will take photos of students in Years 7 & 10, and digital or printed copies of these can be purchased by parents/carers

4.06 If you have any questions please feel free to contact us. A copy of the school's Using Photographic Images Policy is available, should you wish to see it.

4.08

Please indicate below that you consent to the school using photographic images of your child

Yes I consent / **No** I do not consent (***please circle as appropriate and then sign below***).

Signature:

Date:

Name:

5. Group Activity Letter Template

Dear Parent/Carer

We are staging a production/special event of **xxxxxx** on **xxxx**. We are sure some parents/carers would like to take photographs/videos of the production. As you know we have a policy in place with regards to the taking, making and use of images and you will have previously signed a consent form stating whether or not your child could be photographed. In circumstances such as productions or special events, we request specific consent before photographs can be taken by a third party. If you wish to take photos at the production there is a strong possibility that other children will also be included within the picture. We therefore need to ensure all parents/carers who have children in the production are happy for photographs to be taken, and hence need to request their permission.

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social networks. This means that we can easily share our photos and video with family and friends. Whilst this can be very useful to all of us, we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

- Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.
 - Once posted and shared online any image or video can be copied and will stay online forever.
 - Some people do not want their images online for personal or religious reasons.
 - Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
- Therefore in order to keep all members of the community safe we must all **'Think Before We Post'** online
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At The Abbey School we are happy for parents and carers to take photos and video of events for personal use but we request that these images are not distributed or put online. This is to protect all members of the community. Please be aware that parents are not permitted to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of an event).

Should any parent/carers not agree with their child being photographed, we will consider alternative options including:

- restricting who is involved in the production/special event
- staging specific photograph opportunities

Photographs of setting productions are ones which parent/carers tend to treasure. We will therefore only prohibit the use of cameras and videos as a last resort. We hope you will support us in this.

We would, therefore, be very grateful if you would complete the slip at the bottom of this letter and return it to me by **(date)**.

Yours sincerely

6. Group Activity Consent Form Template

Child's name (BLOCK CAPITAL LETTERS):

Date:

I am / am not * happy for photographs to be taken of the production/special event in which my child is due to appear on **xxxxxx** (date)

(*Please delete as appropriate)

Parent/Carer Name (BLOCK CAPITAL LETTERS):

Parent/Carer's signature:

Child's Signature (if appropriate):

7. The Abbey School Guide to the Use of Images Online

Using Images Safely and Responsibly

- 7.01 We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social networks, such as Facebook, YouTube and many other websites. This means that we can easily share our photos and video with family and friends.
- 7.02 Whilst this can be very useful to all of us, we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.
- 7.03 What should we all think about before posting any images or video online and are there any risks?
- Once posted and shared online any image or video can be copied and will stay online forever.
 - Some children are at risk and MUST NOT have their image put online. Not all members of the community will know who they are.
 - Some people do not want their images online for personal or religious reasons.
 - Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
 - Therefore, in order to keep all members of the community safe we must all 'Think Before We Post' online
- 7.04 At The Abbey School we are happy for parents and carers to take photos and video of events for personal use but request that these images are not distributed or put online. This is to protect all members of the community.
- 7.05 We thank you for your support
- 7.06 Further Information on the Use of Images and video:
- Information Commissioner's Office: <https://ico.org.uk/for-organisations/education>
 - Think U Know: www.thinkuknow.co.uk/parents
 - Get Safe Online: www.getsafeonline.org

8. Event Poster and Notice



Respect and Care for the Whole Community when taking Photos and Videos

We are happy for parents and carers to take photos and video of their child for personal use but we request that these images are not distributed or shared online if they contain images of other children, adults or staff without consent. Sharing images of others online may put our community at risk.

Thank you for your support

Headteacher

9. Consent form for using photographs of Staff

9.01 The Abbey School would like to use your photograph for staff recognition purposes. These images may appear on our internal intranet, ID Badges and/or website (www.abbeyschoolfaversham.co.uk). To comply with the Data Protection Act 2018, we need your permission to use photographs of you. Please answer the question below, then sign and date the form where shown. We will not use the images taken, or any other information you provide, for any other purpose.

9.02 **Please return the completed form, even if you have chosen not to give your consent, to Mrs V Bolton HR Manager**

9.03 May we use your image on our website? Please circle your answer:

- | | |
|---|----------|
| •Website/Intranet, accessible by the setting only | Yes / No |
| •Website, viewable by anyone in the world. | Yes / No |

9.04 *Please confirm that you have read and understand the conditions for use, and the notes relating to the eight principles of the Data Protection Act.*

- I have read and understood the conditions of use.
- I confirm that I understand publication of my picture on the setting website/intranet will mean that my picture will be viewable by those with access to the intranet alongside my job title and work contact details and consent to such processing of my personal data.
- I understand that if my picture and details are placed on the website that potentially this will be accessible by anyone in the world with internet access.

Name:

Signed:

Date:

Conditions of use

9.05 This form is valid for the duration of your employment. Your consent will automatically not apply to any other usage of the photos.

9.06 Images must only be used in circumstances where consent has been given. Signed consent must be given for images to appear on the intranet and/or website (which is viewable by potentially anyone), or they cannot be published in this way.

9.08 Under the 2018 Data Protection Act your rights include:

- a) Your consent (to the publication of your photo) can be withdrawn at any time (principle 1 of the Act)
- b) Your photo will not be used for any other purpose without your further consent (principle 2 of the Act)
- c) Your personal data will be accurately maintained and kept up to date (principle 4 of the Act)
- d) Publication of your photo will cease and all electronic copies will be deleted when you leave the setting (principle 5 of the Act)

10. Useful Links

- 10.01 Kent County Council's e-Safety Guidance and Information for Education Settings:
www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding/e-safety
- 10.02 Kent County Council's Access to Information Content
www.kelsi.org.uk/school-management/data-and-reporting/access-to-information
- 10.03 Kent County Council Education Safeguards Team Content:
www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding
- 10.04 ATL Help and Advice on CCTV and other surveillance:
<https://neu.org.uk/advice/photographic-policies>
- 10.05 ICO Code of Practise for CCTV:
<https://ico.org.uk/media/for-organisations/documents/1542/cctv-code-of-practice.pdf>
- 10.06 ICO Sector Guide for Organisations:
<https://ico.org.uk/for-organisations>
- 10.07 United Kingdom's Copyright Licensing Agency:
<http://www.cla.co.uk>
- 10.09 International Federation of Reproduction Rights Organisation:
<http://www.ifrro.org>