

Safeguarding: Photographic Images & Filming Policy



Key Facts:

- We take all necessary steps to keep children safe from harm, including the use of their image without prior permission from a parent / carers
- Polam School, which includes children within the Early Years, takes the safety and privacy of children and young people extremely seriously as a matter of both legal and moral importance
- This policy aims to minimise the risk of inappropriate use of photos of children

Relevant Staff

Head Teacher: Jessica Harris
Marketing and Admissions Manager: Sam Pearce
Data Protection Officer: Christine Gibson
DSL: Helen Woodham
Deputy DSL: Sarah Billing
EY DSL: Maria Testa

Photography and Filming throughout the School

- Children have their photographs taken to provide evidence of their achievements for developmental records throughout their time at the school
- Events such as, Sports day, Outings, Christmas and Fundraising Events may be recorded by video and photographs by staff and parent/carers but always in full view of all attending and in compliance with wider school policy
- Official School Photographs - these are taken throughout the year, by accredited photographers who are CRB checked, fully insured and chaperoned during their time on the school premises
- Consent is obtained from parents to allow the school to photograph or video pupils
- Parents retain the right to withdraw consent at any stage, but they need to do so in writing.
- Should parents not give permission for their children's photos to be published the school will respect this decision and ensure they do not place such photos on the School website, school social media sites or any other publication
- To ensure the identity of pupils is protected, images and details of pupils are not published together. For example, if the pupil is named, we would avoid using their photograph. If the photograph is used, we would avoid naming the pupil
- We are careful to ensure that we use images of children in suitable dress, and take care photographing PE or swimming events to maintain modesty
- Staff, visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of children for their own records during session times
- Press - on occasions the school may send images as part of an advertisement or press release we ensure that photos are not published without prior consent from parents
- Advertisements / Banners– we use large banners to advertise, advertisements in local press, for example, open days, photographs are a large part of these. We ensure that photos are not published without prior consent from parents
- Prospectus - we use photographs of the children in our prospectus. In this instance specific parental permission for use of photographs would be sought prior to printing.
- When the school have need to take and use photos of children for marketing / information purposes such as in the prospectus, every attempt will be made to be representative of the group – for example, including where relevant images of children from different ethnic backgrounds and positive images of children with disabilities.
- The storage of photographs - photographs of pupils are maintained for authorised school setting use only and disposed of either by return to the child, parents, or shredding as appropriate.
- No images should be removed from school computers and taken home.
- If permission is withdrawn for a photograph it is edited from the storage immediately.
- Mobile Phones / Camera Phones - Staff must not use mobile phones whilst they are working with the children
- Cameras and mobile phones are strictly prohibited in the toilet or nappy changing areas of the school Procedures
- As is the case across the school, digital camera/s or memory cards must not leave the premises, except for use on a school trip.

- Photos are printed in school by staff and images are then removed from the camera's memory.

Early Years

- The use of photography is particularly crucial during The Early Years Foundation Stage as part of recording a child's development.
EYFS key themes and commitments:
 - 1.3 Keeping safe
 - 1.4 Health and well-being
 - 2.2 Parents as partners
 - 3.3 The learning environment
 As a result children are regularly photographed and filmed to provide evidence of their achievements
- An online reporting system for recording child observations is used at the school (Interactive Learning Diary) which includes film and photographs
- Interactive Learning Diary and the security of t data, including photographs and film – ILD issue the following statement regarding their security
"We understand how important the privacy and security of your information is to you. At the Interactive Learning Diary (ILD) we have an advanced set of security measures to protect your information. With thousands of users worldwide accessing the ILD, you can count on our security and data protection to meet their needs. We take your data security very seriously and have developed a comprehensive set of practices, technologies and policies to help ensure your data is secure."
<http://www.interactivelearningdiary.co.uk/the-system/security/>
- Photographs of children taken throughout the school day must be taken with school cameras / iPads only
- Photographs are regularly taken by staff during indoor and outdoor play and may be displayed on walls
- Photographs (as part of Interactive Learning Diary observations) are printed out at school and kept in children's "Learning Journey" folders for children and parent/carers to look through and to evidence learning and development.

Parents

- Parental right to take photographs and videos - Parents are not covered by the Data Protection Act 1998 if they are taking photographs or making a video recording **for their own private use** and are therefore at liberty to take photographs or make video recordings at school events, such as Nativity plays
- Events such as, Sports day, Outings, Christmas and Fundraising Events may be recorded by video and photographs by parent/carers but always in full view of all attending
- Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use

- Parents are not to post any video clips or photographs taken at school during plays, concerts etc. on any social media sites if the images have any child other than their own included
- Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film
- Parents, staff or visitors who suspect anyone of taking images of children without consent must report the incident to the Headteacher immediately

All staff will be familiarised with the provisions contained within this policy and will be expected to act in accordance with them at all times.