



**Westwood
Academy**
Together enabling the individual child

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WESTWOOD ACADEMY

PHOTOGRAPHIC AND VIDEO IMAGES POLICY

APPROVED BY GOVERNORS MARCH 2015

POLICY TO BE REVIEWED MARCH 2016

PHOTOGRAPHIC AND VIDEO IMAGES POLICY FOR WESTWOOD ACADEMY

1. PURPOSE

To allow members of staff to use appropriate images, either still photographs or video footage of our (your) children in an educational context and to promote the ethos of our school

This document gives clear guidance on the appropriate use of images of children in the education setting. This guidance applies only to staff at Greenways Primary School and our (your) Children.

The school needs to make full and proper use of photographic images while meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership. These guidelines address these issues and give advice on good practice.

2. TYPICAL USES OF PHOTOGRAPHS

- Evidence of teaching and learning across the school curriculum
- Key Skills for PE.
- 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.
- Media including newspapers especially when some editors require children's names when publishing photographs.
- Displays in school of children's activities
- Publications of the school by the LA
- Publications on the school website
- Staff training and professional development activities

3. OWNERSHIP

Human Rights legislation and the Data Protection Act 1998 give people new rights and it is the right to 'privacy' that is the issue when using photographs. Our school will always take

steps to respect the rights of people in photographs. The Copyright, Designs and Patent Act 1988 moved the ownership of copyright to the photographer (or their employer) and away from the person commissioning and paying for the photographs, unless there is an agreement otherwise.

4. GOOD PRACTICE

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

- When taking a picture the school must obtain the consent of the person in the picture or from their parent or carer.
- If using a photo from the media or commissioning a photograph, have a signed agreement.
- Use the image in its intended context.
- Follow the commitment made in the consent forms:
- Not to name the child;
- Not to use the photograph out of context;
- When photographing children:
- Ensure that parents and carers of young people have signed and returned the school consent form for general photography. Any images going beyond the school need additional specific consent.
- 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 Headteacher / 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.

5. PARENTAL PERMISSION

To use images of children we will require the consent of the parent / carer. Permission will always be obtained by using the form in appendix 1, when a child joins the school.

If a parent doesn't agree to their child being photographed, the Headteacher will 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 transmitted or shared beyond the establishment e.g. television broadcasts, images on intranet / school websites, specific permission should be obtained.

6. INTER-SCHOOL FIXTURES

We will also 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 cooperation of the parents of the opposing team.

7. TEACHER TRAINING

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.

8. DISPLAYS

Still photographs shown in 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.

9. PARENTS EVENINGS, CONCERTS, PERFORMANCES

- 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.

10. CHILDREN PHOTOGRAPHING EACH OTHER

This practice can occur extensively during offsite activities particularly during residential periods. Staff should maintain supervision ensuring children do not take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved.

11. NEWSPAPERS

- 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.
- Photo opportunities
 - When an establishment 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 definitely be required.
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Newspapers will not print anonymous photographs.

Establishments 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: 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 newspapers.
- Otherwise establishments must be prepared to forego newspaper publicity.

12. INTERNET/INTRANET

Our Website and Intranet site manager is required to adhere to and understand good practice and will ensure that this provision only uses appropriate images that follow this guidance. For example, if a child has successfully completed a gymnastics award, it would be appropriate to show the child in a tracksuit rather than a leotard.

13. MOBILE PHONES

The use of mobile phones which contain cameras of photographic capabilities will not be permitted in changing rooms, toilets etc.

