

Egerton Rothesay School

Photograph and Images Policy

Note: Wherever photographs/images are mentioned in this document, this should be read to include still, video and electronic images.

Introduction

Egerton Rothesay School believes that the responsible use of children's images can make a valuable contribution to the life of the school. The use of photographs in school publicity materials can increase the pupils' motivation and sense of achievement, whilst also demonstrating and celebrating the work of the school.

ERS will only use images that the Head Teacher and/or the 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.

ERS aims to respect young people's and parents' rights of privacy and minimise the risks 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 and Consent

Photographs and video images of pupils and staff are classed as personal data under the terms of the **General Data Protection Regulation ((EU2016/679) ('UK GDPR')**. 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, guardian or carer. For pupils this consent will be obtained by the school Registrar.

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. Our consent form applies to the pupil's entire time at ERS, but all parents receive a consent form at the beginning of each academic year and consent can be changed at any time.

All images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left the school and these images will be destroyed after two years.

The school has determined its own policy on the use of cameras and videos by parents / guardians attending school events*

When a parent does not 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. If such a situation occurs, the parent is always contacted for approval or otherwise.

When photographic images are transmitted or shared beyond the establishment e.g. television broadcasts, or film making, specific permission will be obtained.

Child Protection

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.

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's DSLs, Social Services and/or the police as appropriate.

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.

Internet / School Website

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 the 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.

Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education and Skills Superhighway Safety website (<http://safety.ngfl.gov.uk/schools/>)

Parents who are considering setting up a private/family website with details relating to a particular school in their community, should first seek permission from the head teacher if they intend using images of other children or young people from the school or a specific setting.

Inter-School Events including sports fixtures

The aforementioned guidelines will be applied 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 as far as practicable to seek the co-operation of the parents of the opposing team

Sports facilities which are available for public usage often have strict policies restricting the use of video, mobile and still cameras. It is important therefore to check with the facility concerned as there may also be a registration process to comply with.

Teacher Training and Portfolios of Evidence

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

Children Photographing Each Other

As this practice can occur extensively, particularly during offsite activities or residential activities, ERS prohibits the use of mobile phones in school and allows only a supervised and controlled period of phone use during school trips.

There may be incidents where children take inappropriate photographs, perhaps showing friends and other students inappropriately dressed. Staff will use assemblies, PHSE lessons

and tutor time to strongly discourage this practice and to teach pupils the serious consequences of such actions. Parents are ultimately responsible for monitoring their child's use of cameras outside school and subsequent use of their images involved

Mobile Phones

The use of mobile phones which contain cameras of photographic and or video capabilities are not permitted during the school day. Pupils relinquish their mobile phones during registration at the beginning of the day and have them returned at the end of the school day

Photographs taken by Parents / Carers

Parents are not permitted to take photographs of their child when with other pupils and announcements are made at the beginning of school events to this effect. However, at certain events, such as Speech Day, we make provision for pupils to be individually photographed by their own parents/guardians.

Deletion Policy for Images

Electronic images are stored securely on password protected school computers and deleted in line with the school's data retention policy.

Policy approved by: Alison Walker (on behalf of Governing Body) Date: 22 September 2021 Next Review (latest): September 2023
