

GREAT OAKS SMALL SCHOOL

SAFEGUARDING COMMUNITIES EMBRACING DIFFERENCE UNLOCKING POTENTIAL

(safeguarding)

IMAGE USE POLICY 2.0

HEAD TEACHER: JULIE KELLY

CHAIR OF TRUSTEES: CLIVE BEST

Date Agreed: Jan 2019

Date of Next Review: Jan 2020*

*(or earlier following national/local policy or legislation changes)

School Data Controller: Julie Kelly – Head Teacher

School Designated Safeguarding Lead (DSL): Julie Kelly – Head Teacher

School Deputy Designated Safeguarding Leads (DDSLs):

Rebecca Taylor, Assistant Head

Andy Crane, Assistant Head

Kerri Baker, SENCo

Trustee with lead responsibility: Clive Best

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Official use of Images/Videos of Children

Scope and aims of the policy

- This policy seeks to ensure that images and videos taken within and by *Great Oaks Small School* are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the trustees, 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.
- This policy must be read in conjunction with other relevant school policies including, but not limited to; Child Protection, Anti-bullying, School Behaviour, Data Security, Acceptable Use Policy, Screening, Searching and Confiscation and relevant curriculum policies including Computing, Personal Social and Health Education (PSHE) and Relationships and Sex Education (RSE).
- This policy applies to all images, including still and video content taken by *Great Oaks Small School*.
- All images taken by *Great Oak Small School* will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:
 - fairly, lawfully and in a transparent manner
 - for specified, explicit and legitimate purposes
 - in a way that is adequate, relevant limited to what is necessary
 - to ensure it is accurate and up to date
 - for no longer than is necessary
 - in a manner that ensures appropriate security
- The Data Protection Officer (DPO) within the setting (Judicium Consulting Ltd - Craig Stilwell) supported by the DSL and management team are 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 Image Use Policy.

Parental consent

- Written permission from parents or carers will always be obtained before images and/or videos of children are taken, used or published.

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- 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.
- Written consent from parents will be kept by the setting where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.
- Parental permission will be sought on admission to the school)
- 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

- All images taken and processed by or on behalf of the school will take place using school provided equipment and devices.
- Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.
- 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.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (DSL/DDSL) 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.
- All images will remain on site, unless prior explicit consent has been given by both DPO 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 to be recorded, for example who, what, when and why and data will be kept securely for example with appropriate protection.
- Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably protected and will be logged in and out by the DSL/DDSL; this will be monitored to ensure that it is returned within the expected time scale.
- The DPO and/or DSL reserve the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.

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- Only official setting owned equipment and cameras will be used by staff to capture images of children for official purposes. Use of personal equipment and cameras by staff is prohibited.
- Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
- Great Oaks Small School will ensure that images always are held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
- 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 to be taken of any images without relevant authority and consent from the DPO and/or DSL and the parent/carer.

Publication and sharing of images and videos

- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.
- Images or videos that include children will not provide material which could be reused.
- Children's' full names will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos.
- Great Oaks Small 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

- 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.
- Great Oaks Small School will discuss the use of images with children and young people in an age appropriate way.
- 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.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc

Use of webcams

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- Parental consent will be obtained before webcams will be used within the setting environment for educational purposes.
- All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be a for a maximum of 30 day. All recordings are to be erased before disposal.

Use of photos and videos of children by others

Use of photos and videos by parents/carers

- Parents/carers are not permitted to take photographs or video footage of school events.
- Parents may contact Great Oaks Small School's DPO/DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by Great Oaks Small School and shared with parents should not be shared elsewhere, for example posted onto social networking 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

- Great Oaks Small 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, for example unsupervised areas, toilets etc.
- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the school's online safety policy.
- 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.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- 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. For example, they will be for internal use by the

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setting only and will not be shared online or via any website or social media tool.

- Photos taken by children for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

Use of images of children by the media

- 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.
- A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
- 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.
- 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 external photographers (*this may include volunteers such as staff or parents*)

- External photographers who are engaged to record any events will be prepared to work according to the terms of the settings online safety policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
- Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people

Current copies of the following documents are available from the school office:

- Children's Images: Frequently Asked Questions for Parents/Carers
- Parental/Carer Consent for Images
- Parental/Carer Consent Form for Images

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- Consent form for using photographs of Staff

Useful Contacts

Kent County Council's Online Safety Guidance and Information for Education Settings:

www.kelsi.org.uk/child-protection-and-safeguarding/e-safety

Kent County Council's Access to Information Content

www.kelsi.org.uk/school-management/data-and-reporting/access-to-information

Kent County Council Education Safeguards Team Content:

www.kelsi.org.uk/child-protection-and-safeguarding

ATL Help and Advice on CCTV and other surveillance:

www.atl.org.uk/help-and-advice/school-and-college/CCTV.asp

ICO Code of Practise for CCTV:

<https://ico.org.uk/media/for-organisations/documents/1542/cctv-code-of-practice.pdf>

ICO Sector Guide for Education:

www.ico.gov.uk/for_organisations/sector_guides/education.aspx

ICO Information on Data Protection Act for Organisations:

www.ico.gov.uk/for_organisations/data_protection.aspx

United Kingdom's Copyright Licensing Agency: <http://www.cla.co.uk/>

International Federation of Reproduction Rights Organisation:

<http://www.ifrro.org/>

Acknowledgements

This document has been adapted from the Kent County Council document *Image Use Guidance and Template Policy for Educational Settings May 2018 – 4th Edition*.

Designated/Responsible Staff Identified

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Julie Kelly – Head Teacher
Rebecca Taylor, Assistant Head
Andy Crane, Assistant Head
Kerri Baker, SENCo

Other Related Policies	Date	Supporting Documents	Date
Child Protection		Children's Images: Frequently Asked Questions for Parents/Carers	
Anti-bullying		Parental/Carer Consent for Images	
School Behaviour		Parental/Carer Consent Form for Images	
Data Security		Consent form for using photographs of Staff	
Acceptable Use Policy		Kent County Council document <i>Image Use Guidance and Template Policy for Educational Settings May 2018 – 4th Edition</i>	Updated September 2018
Screening, Searching and Confiscation			
Curriculum - Computing			
Curriculum - Relationships and Sex Education (RSE).			
Curriculum - Personal Social and Health Education (PSHE)			

Version Number	Purpose/Change	Author	Date Changed	Review Date
2.0	Updated Legislation & KCC Guidance May 2018 4 th Ed.	KCC RT	07/12/2018	01/2020