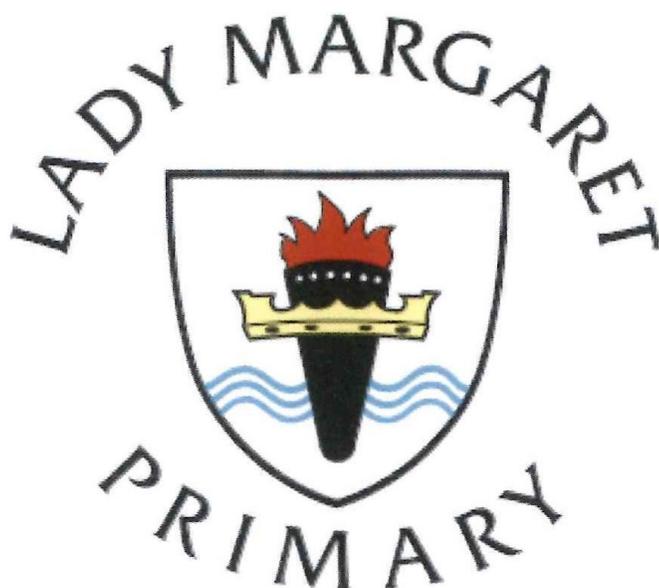


Lady Margaret Primary School



Where children come FIRST

Policy on Safe Use of Children's Images

Governing Body Sub Committee	Published	Reviewed	Next review	Author
Teaching and Learning	November 2015	May 2018	Summer 2021	A Hancock
Author's Signature				
Headteacher's Signature				
Chair of Teaching and Learning committee's signature				

Lady Margaret Primary School

Policy & Guidance on Safe Use of Children's Images

1. Introduction

1.1. Lady Margaret Primary School needs and welcomes positive publicity. Children's photographs add colour, life and interest to materials and articles promoting school activities and initiatives. This can increase pupil motivation, staff morale and help parents and the local community identify and celebrate the school's achievements.

1.2. However, in order to respect young people's and parents' rights of privacy and because of potential child protection issues, photographs must be used in a responsible way. Lady Margaret primary School is committed to safeguarding and promoting the welfare of children and young people and expects staff and volunteers to share in this commitment.

1.3. This policy seeks to achieve a practical balance to secure the above.

2. General Data Protection Regulation

2.1. Under the General Data Protection Regulation (GDPR), schools need to have a 'lawful basis' (legal reason) for processing **personal data** this includes photographic images of children.

2.2. Public task one of 6 lawful bases for processing personal data so this means we **do not** require consent to hold a copy your child's photograph in their electronic pupil record as we require this to support safeguarding in the school. This also applies to images recorded on CCTV cameras which are for safeguarding of staff and pupils. *Use of CCTV cameras is covered under a separate policy which is available on the school website.*

2.3. Consent is the lawful basis which applies in relation to processing personal data in this case photographs in publications such as the school prospectus, website or areas in the school where visitors have access.

3. General policy on using photographs of individual children for promotional purposes

3.1. Parental consent must be obtained.

3.2. Images of children in suitable dress will be used – photos of children engaged in PE or swimming present a greater risk of potential misuse. In these cases the content of the photograph should focus on the activity, not a particular child; should avoid full face and body shots. For example, shots of children in a pool or shoulder up would be appropriate.

3.3. Where we have been informed that a child is subject to a court order then we will never use their image.

3.4. We will ensure images are stored securely, especially where electronic, and used only by those authorised to do so.

3.5. Ensure file names given to electronic images of pupils do not identify the child eg maryjones.jpg.

4. Newspapers

4.1. As long as parental consent has been secured, newspapers may publish photographs of pupils but must not publish names alongside them. They may however refer to group photographs collectively for example Class AB or x school Year 6 football team.

4.2. Pupils must not be approached or photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff.

5. The school website and social media

5.1. The parental consent form will explicitly include publication on the school website.

5.2. Where possible the school will use technology to prevent the misuse or downloading of images placed on the school website for example watermarking, browser restrictions.

6. Video & Filming

6.1. The appropriateness of photographic images earlier outlined also applies to video/film images.

6.2. We recognise that parents, carers and family members wish to record events such as school plays, sports days etc to celebrate their child's achievements. However it is important that such records remain private and for their own personal use.

7. Commercial & Outside Photographers

7.1. Will be given a clear brief about what is considered appropriate in terms of content and behaviour.

7.2. Wear identification at all times.

7.3. Will not have unsupervised access to children or one-to-one photo sessions at events.

7.4. Will not solicit photo sessions outside the event or at a pupil's home.

8. Camera Phones

8.1. Camera phones may be used at school events as outlined above. It is not acceptable to be used in any other circumstances. **Camera phones are prohibited in any of the EYFS areas.**

9. Parental Consent

9.1. On admission of a pupil to the school parents/carers are asked to sign Consent form for using images of children. This form is valid for seven years from the date of signature, or for the period of time the child attends Lady Margaret Primary School.

10. Withdrawal of Consent

10.1. Under article 7(3) of GDPR pupils/parents/carers have the right to withdraw consent at any time and it must be as easy to withdraw consent as to give it. If consent is withdrawn, pupils/parents/carers have the right to have the photographs erased and this data can no longer be used for processing.

11. Complaints Procedures

11.1. Parents should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (Ofcom) in the case of TV companies.

12. Review

- 12.1. This policy will be reviewed by the Governing Body annually in line with the child protection policy, in view of the continual advances in technology and in response to significant views expressed by parents, staff and pupils (if appropriate).



Consent form for using images of children

Name of the child's parent or guardian:	
Name of child:	
Date of Birth	

Occasionally, we may take photographs of the children at our school. We may use these images in our schools prospectus or in other printed publications that we produce, as well as on our website or on project display boards at our school. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To comply with the General Data Protection Regulations – GDPR, we need your permission before we can photograph or make any recordings of your child for promotional purposes.

Conditions of use

We will not re-use any photographs or recordings *after your child leaves this school.

We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications.

If we name a pupil in the text, we will not use a photograph of that child to accompany the article without good reason.

We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.

We may include pictures of pupils and teachers that have been drawn by the pupils.

We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.

We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

Please note that the press are exempt from the Data Protection Act and may want to include the names and personal details of children and adults in the media.

You have the right to withdraw consent at any time and to have the photographs erased.

Please tick the relevant box(es) below sign and return this form to school.

I am happy for the school to take photographs of my child.

I am happy for photos of my child to be used on the school website.

[Websites can be viewed worldwide and not just in the UK and the EU where GDPR applies.](#)

I am happy for photos of my child to be used in the school prospectus.

I am happy for photos of my child to be used in internal displays.

I am happy for photos of my child to be used on our social media platforms, **Twitter** and **Instagram**.

I am **NOT** happy for the school to take or use photos of my child

Consent is valid for a maximum of seven years from the date you sign this form, or for the period of time your child attends this school. The consent will automatically expire after this time. You have the right to change your mind at any time, you can let us know by emailing the school office office@lady Margaret.ealing.sch.uk, calling us on 02085666486, or just popping in to the school office.

The undersigned declares his/her consent with the use of the photographic images for the purposes described above. Use of the photographic images for purposes other than those described above is prohibited.

Parent's or guardian's signature:		Date:	
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Name (in block capitals):	
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