

YSGOL RHIWABON

PHOTOGRAPHIC IMAGES OF STUDENTS POLICY

This policy was adopted/updated by the Governing Body on:

Signed: _____ Chair of Governors

Date: _____

The policy will be reviewed: Autumn term 2017

Introduction

This document provides guidance on the appropriate use of images of students at Ysgol Rhiwabon.

Aims

This policy aims to ensure that Ysgol Rhiwabon make full and proper use of photographic images while meeting the law and preserving the safety of children. Concerns focus on issues around the rights of privacy, child protection and copyright ownership. These guidelines address these issues and give advice on good practice.

Definition of Photographic Images of Students

For the purpose of this guidance, photographic images include still, video, DVD, electronic photographic images on websites, professional media and applies to any device capable of taking an image.

Typical Uses of Photographic Images

- For GCSE examination submissions eg. videos of gymnastics, trampolining, videos for media examination.
- Key skills for PE.
- Performing Arts including dance and movement, concerts, drama and performances.
- Television and radio website media publicity.
- Displays of children's activities.
- Publications by the school (including the school prospectus).
- School website.
- Staff training and professional development activities.
- Publicity material for use in local/national newspapers and magazines.
- Parents' Evenings and presentations.
- School Records.

The policy covers:

1. Images taken by staff for school use
2. Images taken by parents, legal guardians or family members
3. Images taken by the media
4. Images taken by children photographing one another
5. Images taken by professional photographers
6. Images taken by site security systems.

1 Images taken by staff for school use

Working with children and young people may involve the taking or recording of images. Any such work should take place with due regard to the law and the need to safeguard the privacy, dignity, safety and well being of students.

Careful consideration should be given as to how activities involving the taking of images are organised and undertaken. Care should be taken to ensure that all parties understand the implications of the image being taken especially if it is to be used for any publicity purposes or published in the media, or on the Internet.

Adults need to remain sensitive to any children who appear uncomfortable, for whatever reason, and should recognise the potential for such activities to raise concerns or lead to misunderstandings.

- Photography by staff in school, during school activities, on school trips and visits may be used in the curriculum and displayed within the school or at parents' evenings to illustrate the work of the school.
- Photographs are 'personal data' as far as data protection legislation is concerned and must be used responsibly.
- The school will keep a register of parents who have agreed for their children's photographs to appear in school publicity and on the website. This will be updated annually as part of the data checking process.
- It is not appropriate for adults to take photographs of children for their personal use.
- Where the school has no record of receiving such parental consent, it should be deemed that consent has not been given.
- The school will only take and use images that are appropriate and are considered to not be open to misuse.
- When taking photos, it is preferable to use group pictures.
- If an image of a child is used, the child's name will not be published. If a name is published, no image will be used without specific consent.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children will be given the option to not have their image used if they are the sole focus of the picture.
- No unauthorised access will be given to these images.
- Images of children from the school will not be used to illustrate controversial subjects.

2 Images taken by parents, legal guardians or family members

Where practical, arrangements should allow photographs to be taken by parents and other guests attending school sports, concerts or similar events given the following guidance. Photography must not, though, be allowed to upset the performance or smooth running of the event or affect the health and safety of pupils and others. The school should decide in advance of the event if photography is allowed or not.

Commercial copyright in a dramatic performance or musical will normally exclude any audio or video recording by the public (ie. other than the Authority or the school for internal purposes) and in that event parents and their guests must be informed that the infringement of copyright is strictly forbidden.

The school will decide if the event is one at which photography and videoing will be permitted.

- When informing parents of an event, they will be informed in advance of the school's decision about photography.
- If general shots are to take place such as at a school event, visitors will be warned in the invitation and other publicity so that general consent is implied by attendance.
- Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE.
- Parents/guardians will be prompted with a verbal announcement at the start of the event that any images must be taken for personal use only. They will be reminded that such images must not be sold or be put on the web/internet.
- Photography and video filming will be limited to designated areas.
- The school reserves the right to ask persons to leave the school site in the event of a breach of policy during an event.
- People with no connection to our school will not be allowed to photograph – staff will question anyone they do not recognise who is using a camera and or video recorder at events and productions.

3 Images taken by the media

It is recognised that press coverage is an important means of publicity for a school, and is generally welcomed by parents. However there is still a need to protect pupils. The same conditions apply to press coverage as to official school use. Any photographs taken by the press will always be under the control of a senior member of staff.

- Before any image can be used the school must check to see if the photograph can be used.
- If a group images is taken the school will decide how the students are identified. It may decide to simply allow the press to identify them as "a group of year X students."

4 Images taken by children photographing one another

Whilst it is acknowledged that students taking photographs can be a useful tool for

learning they can, in certain circumstances, allow an individual to use them inappropriately and use them for bullying or use on social networking websites, especially when the photos are taken using a mobile phone. **The school mobile phone policy covers the use of mobile phones for taking photographs**

- Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities.
- Students must not take photographs without the subject's consent and against their wishes.
- Students must not infringe another pupil's privacy in any way.
- Students must not take photographs in a situation which humiliates, embarrasses or makes fun of others.
- On no account will photographs be taken in changing rooms, toilets or other areas of privacy.

5 Images taken by professional photographers

The school uses a commercial photographer once a year to take portrait photographs which are used within the School's MIS system, and to take tutor group photographs. These photographs are also sold to the parents.

- Parents/carers should be made aware that, when class or group photographs are taken by a commercial agency, the photographer retains copyright on all original images.
- Parents will be given contact details of the agency used so that they can decide to purchase photographs or not.
- In addition, the school uses a commercial photographer at the Year 11 Celebration Evening Prom.

6 Images taken by site security systems

The school has a separate policy governing the use of its CCTV equipment.

Photographic Good Practice Guidelines

- 1 Prior permission should be sought from the appropriate person before they are photographed. For minors, aged 16 years or under, this should be either a parent or carer.
- 2 The Headteacher will allow accredited media photographers to enter the school with prior consent.
- 3 Students' names and photographs must not be released to the media unless parental/guardian permission has been gained. This includes group photographs even if they do not require children's names.
- 4 Parental/guardian permission must be gained ideally in written format, but always recorded (see appendix 2).
- 5 A draft letter and consent form is appended to this policy.

- 6 Where children are "Looked After", staff must check consent on the corporate parent's behalf with a relevant social worker. There may be other situations (in adoption placements or following a resettlement from domestic violence), where a child's security may be compromised, indicating an extra need for care.
- 7 Parents retain the right to withdraw consent at any stage, and therefore the currency of any consent relied upon must be carefully checked.
- 8 Accredited photographers adhere to guidelines set out by the National Union of Journalists and/or Newspaper Society. Local newspapers currently have a policy whereby they do not publish photographs unless the full name of the child is given. General group photographs are not included in this policy.
- 9 If you have any queries regarding photography then you can contact the Corporate Communications Unit on either 01978 292275/292277/292289.
- 10 All images should be used in their intended context.
- 11 Regularly review stored images and delete unwanted material.

Responsibility and Accountability

- The Governing Body is responsible for ensuring that this policy is communicated to the whole school community.

Monitoring and Evaluation

The Students' Committee of the Governing Body will review the policy every three years.

Appendix 2
Parental/Guardian consent form for use of child's picture and full name



**CONSENT FORM TO USE AN IMAGE OR PHOTOGRAPH OF
A CHILD WITH OR WITHOUT THEIR NAME**

We take the issue of data protection very seriously and we would never knowingly use an image and/or disclose your child's name without your prior consent.

Please print all details in the white space below, except where otherwise stated.

Your Name and/or Child's Name (Block Capitals)		
Home Address School		
<p>I understand that this image will only be used for the following purposes:</p> <ul style="list-style-type: none"> ◆ Electronic and printed information, displays and exhibitions relating to the activity shown in the picture. ◆ Assessment purposes for subjects such as Drama, PE etc. ◆ Any similar campaign or related area ◆ Future Council Publicity ◆ With your consent full names may be supplied to the media <p>I understand that this image will NOT be used for:</p> <ul style="list-style-type: none"> ◆ Anything which may be viewed as negative in tone or that may cause offence, embarrassment or distress, e.g. anything that may bring you/your child into disrepute. 		
Having read the statement above, do you give your consent for this image to be used? (please put a tick in the appropriate box)		YES , I give my consent for the picture to be used
		NO , I do not give my consent for the picture to be used
Do you give your consent for this image to be used with your child's full name? (please put a tick in the appropriate box)		YES , I give my consent for my child's full name to be used
		NO , I do not give my consent for my child's full name to be used
Parent/Guardian signature:		
Date (00/MM/YY)		

Once completed, this form needs to be returned to the Headteacher.

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Ysgol Rhiwabon
Pennaeth – Alun Harding B.A.(Hons) N.P.Q.H - Headteacher

Dear Parent/Carer

Use of Student Photographic Images

The school aims to ensure that it meets the law on the use of student photographic images and preserves the safety of its students.

The typical use of student photographic images within school would be:

- For GCSE examination submissions eg. videos of gymnastics, trampolining, videos for media examination.
- Key skills for PE.
- Performing Arts including dance and movement, concerts, drama and performances.
- Television and radio media publicity.
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- School Records.

The school has a policy entitled Photographic Images of Students which is available to view on the school website for your information.

To allow the use of your son/daughter's photographic image to be used, please complete the slip below.

Yours sincerely

Alun Harding
Headteacher

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YSGOL RHIWABON PHOTOGRAPHIC IMAGES

Name: _____ **Tutor Group:** _____

- ❖ I have read the letter/policy and give my permission for my son's/daughter's photographic images to be used as outlined.
- ❖ **I Do not** give permission for photograph images of my son/daughter to be used for any purpose.

Signed Parent/Carer: _____ Date: _____

"The school creates a supportive atmosphere and offers learning experiences where each pupil is respected as an individual, regardless of gender, race or disability"
Estyn Report May 2009



