

Safe Use of Images Policy for



All Hallows Catholic School

Document Control

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Our School Vision

Our vision at All Hallows is to form happy, successful students who reach their full potential and leave the school with integrity and moral purpose. We want a whole school experience that everyone would wish for their own children. We put our students at the heart of everything we do, guided by the truth and love of Christ.

1. Key Personnel

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2. Introduction

Digital technology has vastly increased the use and potential misuse of photographic images (printed, digital and video images). As a result concerns about allowing the filming of children & young people's events and publishing their pictures to web sites has also increased.

Headteachers, Governing Bodies and other Managers should open the issue for discussion and explanation with parents and other stakeholders. It should always be possible to enable those parents / staff members with particular concerns to specify that they withhold their consent for whatever reason.

Most abused children are abused by someone they know. The risk of a child being directly targeted for abuse through being identified by a stranger is small.

The widespread use of mobile telephones with cameras makes banning difficult to impose and police.

For most public events at All Hallows Catholic School (eg. Sports Day, Christmas Productions etc), spectators are requested NOT to take photographs in order to safeguard pupils whose parents have not given permission for photographs to be taken.

A member of staff is designated as a school photographer, and images are then published on a secure website which requires a password for parents to access.

Generally photographs for school and family use and those that appear in the press are a source of pleasure and pride. They usually enhance self-esteem for children and young people and their families and the practice should continue within safe practice guidelines.



These guidelines attempt to raise awareness of the potential dangers to children whilst offering practical advice to support a reasonable and proportional approach.

3. Issues of Consent

The Data Protection Act 1998 affects our use of photography. This is because an image of a child is personal data for the purpose of the Act and it is a requirement that consent is obtained from the parent of a child or young person under the age of 18 years (or the child him or herself if deemed competent from 12 years old as suggested by the Information Commissioner) for any photographs or video recordings for purposes beyond the school's core educational function. (eg. school websites, school productions).

It is also important to ascertain the views of the child. As it is likely that there will be a number of occasions during a child's time in educational activity when the school may wish to photograph or video that pupil, we recommend that consent is sought when the pupil starts at the school, to last for the duration of their stay.

There will also be times where organisations will be carrying out off-site activities, eg. activity holidays or educational visits. In these circumstances, it is likely that the organisation will want to make some visual record. It is also likely that children and young people will want to make their own visual records so it is important that organisations develop policies and guidelines re use of mobile phone with cameras and digital cameras.

For both school and other events which are photographed for publicity purposes a signed consent form should be obtained from the child's parent/guardian and kept on file covering all cases where images of children are to be published beyond the parameters of school use.

Where children are 'Looked After' schools must check consent on the corporate parent's behalf with the social worker and there may be other situations, (in adoption placements or following a resettlement from domestic violence for example), where a child's security is known by the class teacher to be at stake, indicating the need for extra care.

Parental Consent gained for photographs or videos may not extend to website or webcam use, so it is important to check, when introducing such technology, the status of existing consent for pupils or models.

Parents retain the right to withdraw consent at any stage, but they need to do so in writing.

4. Planning Photographs of Children

Images and details of pupils published together allow for the remote possibility that people outside the school could identify and then attempt to contact pupils directly. The measures described below should help to minimise the risk of such unsolicited attention.

- Where possible, use general shots of classrooms or group activities rather than close up pictures of individual children.
- Consider the camera angle; photographs taken over the shoulder, or from behind are less identifiable.
- Use images of children in suitable dress, and take care photographing PE or swimming events to maintain modesty.
- Remember to include images of children from different ethnic backgrounds in your communications wherever possible, and positive images of children with disabilities to promote your school as an inclusive community, and to comply with the Disability Discrimination Act.
- Remember that children can be identified by logos or emblems on sweatshirts etc. Depending on the use to which the photograph will be put, consider airbrushing logos.
- Consider alternatives. Is a photograph of the children necessary, or could an article be illustrated by the children's work for example?



5. Identification of Young People

- Use the minimum information.
- Ask yourself whether it is really necessary to accompany a picture with the pupils' names, the year group, or the school.
- When fully naming pupils in any published text, whether in the school's brochure, website, or in the local press, avoid using their photograph, unless you have parental consent to do so.

Using photographs of children supplied by a third party Copyright does not apply to images for private family use. However, copyright does exist in commercial photographs and it rests with the photographer. Copyright is a right that the photographer automatically enjoys as the creator of the work to prevent other people exploiting his or her work and to control how other people use it.

If you commission photographs for use at school/setting, include in your contract that the school will own the copyright for items taken on your behalf. Before using a photograph supplied by a third party, you should check that the third party owns the copyright in the photograph and you should obtain their written or verbally recorded permission to use it.

If you use a photograph without the copyright owner's permission, you could find that an action is taken against you for copyright infringement. Images downloaded from the Internet are also subject to copyright.

Do not use sources like Google images to source photographs. Use a reputable stock images website or take advice. Third Parties will generally be under the same obligations as your school to obtain parental consent to the use and distribution of photographs. You should therefore ask the third party to guarantee to you that all relevant consents have been given and that they are entitled to provide you with the image.

6. Use of Images of Children by the Press

There may be occasions where the press take photographs of pupils at school. Consent forms attempt to highlight the potential risks for parents so that they can make an informed decision about whether to agree to their children being featured in the press and whether their full name should accompany the photograph.

The manner in which the press use images is controlled through relevant industry codes of practice as well as the law. However, given your responsibility to parents and pupils, it is sensible to politely check that broadcasters and press photographers you may be chaperoning on your school premises are aware of the sensitivity involved in detailed captioning, one to one interviews, and close or sports photography.

7. School Prospectuses & Other Literature

Although most school literature is sent to a specific audience, it would be best to avoid using personal details or full names of any child in a photograph.

8. Videos

You must have parental consent before any child can appear in a video. By law, parents can make video recordings of nativity plays and other such events for their own personal and family use, as they are not covered by the Data Protection Act. Potential difficulties in this area are avoided at All Hallows Catholic School through the adoption of a policy of taking an official video of the event and making copies available to parents.

9. Websites

Web use can be of particular concern to parents and staff because of the potential misuse of images by paedophiles. With digital photography there is the remote possibility that images of children could be produced, manipulated and circulated without the parents or children's knowledge. The dual concern



which follows such a risk is that children might be exploited and a school or setting might be criticised or face legal action.

Images on the school website can be made more difficult to copy by several measures - copy protection, overlaying with a watermark, or being published in low definition. It is important to take care with identification and to respect parental views on the use of any photography of children on a website. Increasingly users are generating content for websites e.g. children and adults placing pictures on various web sites. It is therefore important that schools ensure that children, staff and parents understand the risks involved and are encouraged to adopt safe practice when generating content for school related websites and social media sites.

10. Webcams

The regulations for using webcams are similar to those for CCTV (closed-circuit television). This means that the area in which you are using the webcam must be well signposted and people must know that the webcam is there before they enter the area, in order to consent to being viewed in this way.

Children should be consulted and adults would need to consent as well as the parents of all the affected children. In gaining consent, you must tell the person why the webcam is there, what you will use the images for, who might want to look at the pictures and what security measures are in place to protect access.

Use of webcams would follow careful parental, staff, and legal consultation.

11. Parental Right to Take Photographs

Parents are not covered by the Data Protection Act 1998 if they are taking photographs or making a video recording for their own private use. The Act does not, therefore, stop parents from taking photographs or making video recordings at school events, such as nativity plays.

Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of a school event).

Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film. Without this consent the Data Protection Act 1998 would be breached.

For most public events at All Hallows Catholic School (eg. Sports Day, Christmas Productions etc), spectators are requested NOT to take photographs in order to safeguard pupils whose parents have not given permission for photographs to be taken.

A member of staff is designated as a school photographer, and images are then published on a secure website which requires a username and password for parents to access. It is important to remind staff to be sure that people with no connection with your school do not have any opportunity to film covertly.

Staff should challenge anyone they do not recognise who is using a camera or video recorder at events and productions, and a reminder sent out to parents about this expectation prior to the event.

12. Storage of Photographs

Photographs must be maintained securely for authorised school use only and disposed of either by return to the child, parent/guardian, or shredding as appropriate; and/or deletion from electronic devices such as school cameras and iPads.

Storage should include reference to the permissions obtained and their currency and staff should be aware that images should not be removed from institutional computers and taken home.

If permission is withdrawn for a photograph it must be deleted from the storage immediately.

13. Official School Photographs

All Hallows Catholic School periodically invites an official photographer into school to take portraits/photographs of individual children and/or class groups. When this happens, the school undertakes its own risk assessment in terms of the validity of the photographer/agency involved and to establish what checks/vetting has been undertaken (e.g. DBS).

Procedures also ensure that levels of supervision are appropriate to safeguard the welfare of children at all times when visitors are present on the school site.

14. Images Taken by Young People

All Hallows Catholic School has 'Acceptable Use' policy relating to the use of mobile phones, camera phones and digital cameras by children and young people and staff. Our 'Acceptable Use' documents detail codes of conduct for safe usage and storage and advice on inappropriate usage and possible consequences of misuse.

Children and young people may need to be made aware that taking and distributing inappropriate photographs may be a criminal offence.

15. Useful Links

- Child Exploitation and On-line Protection centre www.ceop.gov.uk
- Think you know - www.thinkyouknow.co.uk
- The Information Commission website at www.dataprotection.gov.uk
- Press Complaints Commission Code of Practice at www.pcc.org.uk/cop/cop.asp
- Internet Watch Foundation at www.internetwatch.org.uk

