



## Use of photographic images policy

Also see **Parent/Carer & Behaviour Policy**

Our vision is to provide pupils with the confidence, skills and ambition to achieve a successful and productive life. We aim to ensure they leave the school with a 'new day, new opportunity' ethos and are capable of becoming positive members of their communities. To do this, we have 3 principles that underpin our policies, practices and everything we do:

- Everyone can learn, achieve and has the potential to be successful
- Positive relationships are key to success and are underpinned by mutual trust, respect and caring for one another
- We have high expectations in everything we do

**W**onderful  
**E**xcellent  
**L**ovely  
**C**lever  
**O**utstanding  
**M**agnificent  
**E**nthusiastic

(Acronym created by White Trees pupils)

Reviewed by SLT and the Governing Body,

Created by the Head Teacher, April 2020

<b>Policy owner</b>	White Trees School	<b>Last review</b>	August 2023
<b>Date Created</b>	January 2020	<b>Next review</b>	August 2024

## POLICY: USE OF PHOTOGRAPHIC IMAGES

Safeguarding and promoting the wellbeing of children is the prime concern of the school. This policy aims to ensure that adequate arrangements are in place to allow the full and proper use of photographic images whilst meeting the law and ensuring the safety and privacy of all members of the school.

### Guidelines

Purpose and objectives.

- To respect the rights of privacy of the children in the photographic images
- To safeguard children and adults from the improper use of photographic images of them
- To provide clear guidelines for the appropriate use of photographic images in the setting of the school

### Typical uses of photographs

- General use in curriculum time as part of learning for recording evidence
- For GCSE examination submissions eg videos of trampolining, sporting activities, D of E
- Key Skills for sport
- Performing Arts including concerts, drama performances and parent evenings
- Sports days, sports fixtures and the use of photographic equipment by parents/carers and children from other schools
- School trips and outdoor activities
- Media including newspapers and television, especially when some editors require children's names when publishing photographs
- Displays in the school of children's activities
- Publications by the school and by the LA
- Staff training and professional development activities. Publicity materials for contractors
- Time lapse photography for recording of building development Recording of lessons for the purposes of CPD
- Use on the school website, class dojo

### Monitoring, Evaluation & Review

The Governing Body has responsibility for monitoring the school's policy and associated guidelines:

- A clear document providing guidelines for good practice in the use of photographic images
- A record of agreements from parents/carers of all pupils being sought and given or refused
- The awareness of and support for this policy of the Child Protection and/or Health & Safety Governor

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## Guidelines

Good practice:

The following advice represents good practice in the use of photographic images involving children

- When taking a picture, the school should investigate whether permission from the pupil and their parent/carer has been given (where parental responsibility is shared between two households, permission should be sought from both parents)
- Have the signed agreement
- Use the image in its intended context
- Follow the commitment made in the consent form: not to use the photograph out of context, not to use the photography to illustrate sensitive or negative issues

When photographing children:

- Ensure that pupils and parents/carers have signed and returned the school consent form for general photography (see Appendix 1). Any images going beyond the school need additional specific consent ( Appendix 2)
- Ensure all pupils are appropriately dressed
- Avoid images that only show a single pupil with no surrounding context of what they are learning or doing
- Photographs of three or four children are more likely to also include their learning context
- Do not use images of a pupil who is considered very vulnerable, unless parents/carers have given specific written permission
- Avoid naming young people. If one name is required then use the first name only where possible and appropriate (ie not if it easily identifies the pupil)
- Use photographs that represent the diversity of the young people participating
- Report any concerns relating to any inappropriate or intrusive photography to the Headteacher
- Remember the duty of care and challenge any inappropriate behaviour or language
- Do not use images that are likely to cause distress, upset or embarrassment Store images securely
- Regularly review stored images and delete unwanted items

### Pupil/parental permission:

A record of pupils who have not consented to the use of their images, or whose parents have not consented to the use of images of their child will be available to staff – please speak to the designated Child Protection Officer and/or the Headteacher

Use of images of children requires the consent of the pupil and parent/carer. Permission should always be obtained, by using the form in Appendix 1 or a variation thereof, when a pupil joins the school. The form covers both the school and the LA when using the photographs in publications and on websites. Parents can withdraw their consent at any time. Each year as part of a standard communication, ask pupils and parents if they wish to change their permission. If they do, encourage them to contact the Headteacher.

When a parent does not agree to their child being photographed, the Headteacher must inform staff and make every effort to comply sensitively eg if a child whose parents have refused permission for photography is involved in a sports event i.e. football match, it may not be

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appropriate to photograph the whole team. Careful liaison with parents is therefore essential. With discussion it may be possible to agree on other options. The parent may accept a team photograph if names are not published, or they may be prepared to relent if it affects the whole team.

When photographic images are intended for transmission or sharing beyond the establishment e.g. television broadcasts, images on intranet sites, or are being taken in relation to a special or unusual project or outside normal day to day activities of the school, consideration should be given to obtaining specific permission.

### Teacher Training & Portfolios

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

### Displays in Schools

Still photographs shown on displays and video clips available should depict children in an appropriate way. They should not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Do not use photographs or images likely to cause embarrassment e.g. it would be appropriate to show a child in a tracksuit rather than in a leotard.

### Parents Evenings, Concerts, Presentations

To allow the appropriate recording of children's images by parents/carers:

- Ensure that children are appropriately dressed
- Obtain parental permission with the form in Appendix 1
- Be aware of any child who should not be photographed and monitor use of cameras and anyone behaving inappropriately

### Practical Examination Evidence

This covers the use of video material recording students' level of performance in examined practical aspects that are unable to be assessed during the moderating examiner's school visit. It also covers use of photography linked to evidencing work/progress in BTECS, Duke of Edinburgh Award and ASDAN Awards. The protocol laid down by the major exam boards is that this material should be returned to the school when the examiner has completed his/her judgements. It would, therefore, be good practice for colleagues to establish what will happen to the video evidence in discussion with the external examiner during their visit.

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## **Pupils Photographing each other**

This practice can occur extensively during offsite activities particularly during off site/outdoor activities. Staff should maintain the supervision and management control specified in activity risk assessments and the appropriate LARA. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images. School policy is that all mobile phones are handed in at the beginning of that day and are not to be used in school, this should support pupils not being able to take photos of each other during the school day on personal devices.

## **Newspapers & TV**

Several scenarios can occur:

### ***Team Photographs***

- When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur
- If a parent/carer is not happy to have a child's name printed on a photograph then consideration could be given to publishing the photograph with no names. The Headteacher should make every effort to ensure, in conjunction with the newspaper editors, that this occurs
- If parents of a child have indicated that the child is vulnerable and should not have a photograph printed of them a team photograph may not be appropriate

### ***Photo Opportunities***

- When a school invites a newspaper to celebrate an event, the Headteacher should make every effort IN ADVANCE to ensure that the newspaper's requirements can be met
- Almost without exception, this means that the newspaper will prefer to publish the full names of anyone in a photograph they print. The only exception to this might be (as above) in a larger group shot of a group of more than 10 students or if there is a particular reason to do so eg they may have won a prize
- Newspapers usually prefer to work with smaller groups of children eg three or four and for this number names would more likely be required
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names, unless agreed at the time of invitation
- Newspapers will not print anonymous photographs, but they are aware of the issues in this area and may be prepared to caption photographs more generally eg children at Writhlington School enjoying the game
- The school must give thought to this beforehand and parental permission/opinion must be their key guidance
- This might mean offering only those children whose parents are happy for publication of photographs and names for inclusion in any photo opportunity

If this is not possible – for instance because a specific group of children have achieved something, and parental permission regarding the publication of full names is withheld for one

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or more of the group – it might be possible to negotiate a ‘first names only’ agreement with the newspaper. Otherwise the school must be prepared to forego newspaper publicity

- Commercial and media photographers will not have unsupervised access to our students
- Commercial and media photographers will be asked to produce their ID, prior to taking any photographs of students

### ***Use of Internet/Intranet Sites***

All pupils who use the internet and other computer facilities must agree to the school’s ICT Acceptable Use Policy. Any violation of the policy may result in loss of use of ICT facilities or further disciplinary measures.

Advice on safe use of the facilities will be provided and filters and monitors on the system will be used to protect children using the system. Protection will be regularly updated. Where images of individual children are to be used on the internet specific permission will be sought.

### ***Mobile Phones***

Pupils are not encouraged to bring mobile phones into school. Access to inappropriate materials and images and the sending of images that can be misused would be classified as inappropriate and would result in disciplinary action, up to the highest level of sanction. If pupils bring a mobile phone or device which has a camera facility on it, they are to hand it in before accessing the school site.

### **Arrangements for monitoring & evaluation**

- SLT will cross reference the Child Protection Policy with all other associated policies as listed in the Governing body on Safeguarding Children
- The Governor responsible for Child Protection will review all processes on an annual basis

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## APPENDIX 1

### CONSENT FORM For photography and images of children

Dear Parent or Carer,

During your child's life at White Trees Independent School we may wish to take photographs of activities that involve your child. The photographs may be used for displays, publications and on a website by us, school social media websites, by Local Authorities (LA) or by local newspapers.

We may take photographs for a number of reasons whilst your child is with us, including:

- Documenting and recording education activities
- Recording their learning and development progress
- Recording special events and achievements

Taking, keeping and publishing photographs and video footage involves processing personal data. The School's Privacy Notice will cover the majority of processing where it is limited to official use, monitoring and for educational purposes. However, to comply with the Data Protection Act and the General Data Protection Regulations, consent will be required where there is additional processing of personal data which is not within the reasonable expectation of those involved, such as taking photographs for media use other than e.g. of School awards ceremonies

Photography or filming will only take place with the permission of the Head teacher, and under appropriate supervision. When filming or photography is carried out by the news media, children may be named but home addresses will never be given out.

Before taking any photographs of your child, we need your permission. Please answer the questions overleaf, sign and date the form and return it to White Trees School. You can ask to see images of your child held by the establishment. You may withdraw your consent at any time you may do so by letter or email to the Executive Head Teacher at: [laura.bull@whitetrees-school.com](mailto:laura.bull@whitetrees-school.com)

There may be other circumstances, falling outside the normal day to day activities of the School, in which pictures of children are requested. The establishment recognises that in such circumstances specific consent from parent or guardian will be required before photography or filming of children can be permitted.

Please note photographs may be taken at public events/performances by third parties beyond our control. If you wish to attend establishment functions and take photographs of your and other people's children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events.

Kind regards,

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**Laura Bull**

Executive Headteacher

**Please complete form overleaf and return to School as soon as possible**

Name of child (block capitals)		
Name of person responsible for the child:		
<p>I understand that:</p> <ul style="list-style-type: none"> <li>• “the media” may take images of activities that show the establishment and children in a positive light e.g. performances, sports and prize giving;</li> <li>• photographers acting on behalf of the School or the local authority may take images for use in displays, in publications or on a website;</li> <li>• embarrassing or distressing images will not be used;</li> <li>• the images will not be associated with distressing or sensitive issues; and the establishment will regularly review and delete unwanted material.</li> </ul> <p>Having read the above statement, do you give your consent for photographs and other images to be taken of your child? Please circle as appropriate you answer to the questions below.</p>		
1	May we use your child’s image on our website, school media sites or other electronic communications?	Yes/No
2	May we use your child’s photograph/image in our prospectus and other printed publications that we produce for educational and promotional purposes including school reports?	Yes/No
3	Are you happy for your child to appear in the media e.g. if a newspaper photographer or television crew attend an event organised by the school?	Yes/No
Signature of person responsible for the child:		
Relationship to the child:		
Date (date/month/year):		

Thank you.

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**APPENDIX 2**

**White Trees Independent School  
Photograph/Film consent form**

Taking, keeping and publishing photographs and video footage involves processing personal data. The School’s Privacy Notice will cover the majority of processing where it is limited to official use, monitoring and for educational purposes. However, to comply with the Data Protection Act and the General Data Protection Regulations, consent will be required where there is additional processing of personal data which is not within the reasonable expectation of those involved, such as taking photographs for use in building passes, or photographs/video for media use other than e.g. of School awards ceremonies.

**Name and contact details of the Executive Head Teacher: Laura Bull.**  
[Laura.bull@whitetrees-school.com](mailto:Laura.bull@whitetrees-school.com)

**Name of person in the photograph/film:**

.....  
**Where photograph/film was taken:**

.....  
**Shot/film showing:**

.....  
**Date taken:** .....

.....  
**Name of Photographer or Film maker:**

.....  
**By signing this form you consent to use of this photograph/film for: (please delete any that you do not agree to)**

- Printed and promotional material, e.g. leaflets, prospectus, booklets, posters, DVDs;
- School and/or schools Website
- Exhibitions/displays not within school premises;
- The photograph/film may also be used in local newspapers, television reports and on media websites.
- On social media sites and promotional material

Please note photographs may be taken at public events/performances by third parties beyond our control.

Where appropriate, we may add the name of the person featured in the photograph/film. We will not include personal email or postal addresses, telephone or fax numbers on our website or in printed publications.

We will expect to be able to use photographs/films for a minimum of three years to a maximum of ten years from the date of signing this form.

**The following organisation/third party will also rely on this consent:**

**Add address**

**Agreement**

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The school owns the copyright of this photograph/film. It will be used solely for the purpose/s mentioned above.

The above-named person has agreed for this photograph/film and any other reproductions to be used as specified. If the person wishes to withdraw their consent they may do so by letter or email to the Head Teacher whose contact details are above.

If consent is withdrawn the Head Teacher will acknowledge receipt of the request in writing by letter or email. The school will delete the file from our image bank within one month of receipt of your request and we will not use it in any new material produced from the date of the letter. Material previously issued which includes the photograph/film may, however, remain in circulation, but it will not be included in any further reprints.

**Signature of person in photograph/film (if aged 16 or over)**

..... **Date**.....

or

**Authorised signatory (if person photographed/filmed is aged 15 or under)**

..... **Date**.....

**Relationship to person, eg parent/guardian/other** *(delete as appropriate)*

.....

**Contact address/phone number/email address of subject (or authorised signatory)**.....

Published on	
By	
Chair of Gov Sig/Date	
Head Teacher Sig/Date	

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