

COURTWOOD PRIMARY SCHOOL

Use of Images Policy

Approved by the local Governing Body

INTRODUCTION

Purpose

To reduce the potential for digital technology to be misused and improve the safety and welfare of pupils and adults in

POLICY

The use of cameras, Smartphones and Tablets should be considered an essential and integral part of everyday life. As such, children, teachers, and early years' practitioners and all staff are encouraged to use such technology in a positive and responsible way.

It has to be recognised however, that digital technology has increased the potential for 'cameras' and images to be misused and inevitably there will be concerns about the risks to which children and young people may be exposed.

We recognise that having the right policies and practices in place will also protect Academy staff from misunderstanding, false accusations and damage to reputation around the use of digital images.

Practical steps must be taken to ensure that the use of cameras, Smartphones and Tablets and images will be managed sensitively and respectfully. A proactive and protective ethos is to be reflected which will aim to promote effective safeguarding practice.

It must, however, be acknowledged that technology itself will not present the greatest risks, but the behaviours of individuals using such equipment will.

Aim

The Camera and Image Policy will aim to ensure safer and appropriate use of cameras and images through agreed acceptable use procedures. This is to be in line with legislative requirements and will aim to respect the rights of all individuals.

Scope

The Camera and Image Policy will apply to all individuals who are to have access to and/or be users of photographic equipment. This will include children and young people, parents and carers, early year's practitioners and their managers, volunteers, students, committee members, visitors, contractors and community users. This list is not to be considered exhaustive.

The Camera and Image Policy will apply to the use of any photographic equipment. This will include mobile phones, Smartphones and Tablets, video cameras, webcams and portable gaming devices, or any device with inbuilt cameras as well as other forms of digital technology and resources for storing and printing images.

The Senior Designated Professional for Safeguarding is to be responsible for ensuring the acceptable, safe use and storage of all camera technology and images. This will include the management, implementation, monitoring and review of the Camera and Image Policy.

Legislative Framework

This policy complies with the requirements of the Data Protection Act 1998, Freedom of Information Act 2000, Human Rights Act 1998, General Data Protection Regulations 2018, and other relevant Acts, regarding the taking and use of photographic images of children.

All images will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:

- Fairly, lawfully, and transparently processed,
- Processed for limited, specifically stated purposes only,
- Used in a way that is adequate, relevant, and not excessive,
- Accurate and up to date,

- Kept on file for no longer than is necessary,
- Processed in line with an individual's legal rights,
- Kept securely,
- Adequately protected if transferred to other countries.

Where necessary, registration as a data controller will be applied to allow personal information to be processed.

Safeguarding Pupils

The welfare and protection of our pupils is paramount, and consideration should always be given to whether the use of photography will place our pupils at risk. Images may be used to harm pupils, for example as a preliminary to 'grooming', radicalisation or by displaying them inappropriately on the internet, particularly social networking sites. For this reason, consent is always sought when photographing pupils and additional consideration given to photographing vulnerable pupils, particularly Looked After Children or those known to be fleeing domestic violence. Consent must be sought from those with parental responsibility (this may include the Local Authority in the case of Looked After Children).

Code of Conduct

All Academy staff must ensure that the policy and procedures included herein are to be adhered to at all times. The use of cameras and other photographic equipment is only authorised by the Principal. Staff should only use such equipment for purposes as allowed by the Principal. It must be recognised that individuals may be given different levels of responsibility in terms of authorised use. School cameras, Smartphones and Tablets and other photographic equipment is authorised for work-related purposes only. The use of personal USB sticks, the transferring of images via free unfiltered web mail is not permitted. The Principal reserves the right to view any images taken and/or to withdraw or modify an individual's authorisation to take or make images at any time. All staff must ensure that all images are available for scrutiny and be able to justify any images in their possession. The Principal will be responsible for ensuring the safe storage of all images, in accordance with the Camera and Image Policy. All staff have a duty to report any concerns relating to potential misuse.

Parent Consent

As part of the admissions pack, parents/carers will be asked to complete a consent form indicating their agreement or objection regarding the use of images of their child. A list of pupils for whom consent has been refused will be maintained by the Academy and every effort will be made by staff not to include these pupils in photographs or video footage.

School Photography

Photographic and/or video images taken by staff may be used for curricular and/or extra-curricular activities, displays, on the Academy Website, School social media, in the Academy prospectus or newsletter, as evidence of the pupil's development or as part of publicity in the media. Staff will ensure that:

- They are clear about the purpose of the activity and what will happen to the images when the activity is concluded.
- They always use Academy equipment for taking images.
- They never record images using their personal camera, mobile phone or video equipment or for their own personal use.
- They will never photograph pupils in a state of undress, for example whilst changing for PE.
- They will report any concerns about inappropriate or intrusive photography to the Designated Safeguarding Lead following the Academy's safeguarding procedures.
- They have parental permission to take, store and/or display or publish the images.

Storage of Images

Images retained in the Academy will not be used other than for their original purpose unless permission is obtained from the parent/carer. Images should always be stored securely, and password protected. Images should be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken. Images contributing to the history of the Academy, its pupils, activities, or the community, may be retained indefinitely.

Use Of Images of Children By The Media

There may be occasions where the press is invited to planned event to take photographs of the children who take part. Parental / carer consent will be sought before the press are given any access to children. Should a parent or carer choose not to give permission for their child to be photographed in such circumstances, this right will be reserved at all times. Procedures:

- The manner in which the press will use images is to be controlled through relevant industry code of practice as well as the law. Checks will be carried out by the Principal – this will ensure that broadcasters and press photographers are to be made aware of the sensitivity which must be considered in respect of detailed captioning, one to one interviews and close up sports photography.
- A press representative will only be permitted where the event is to be 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. In the event that the press should turn up uninvited, for reasons beyond the control of the school, every reasonable effort will be made to ensure that children and parents/ carers are protected from any press intrusion.
- Every effort will be made to ensure the press abide by the specific guidelines as set out by the school.

Use of a professional photographer

It will be ensured that any professional photographer who is engaged to record any events will be prepared to work according to the terms of this policy document and the following guidelines:

- In the context of data protection legislation, the photographer will be considered a 'data processor' and any agreement with them will be in accordance with the General Data Protection Regulation 2016, Freedom of Information Act 2000, Human Rights Act 1998
- Photographers will only be used where they will guarantee to act appropriately to prevent unauthorised or unlawful processing of images, and will insure against accidental loss or destruction of, or damage to, personal data.

The right of parents / carers to take photographs and videos.

Parents are welcome to take images of their own children at awards ceremonies and Academy events with the permission of the Principal. However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety.

Parents/carers will ensure that:

- They will respect the Academy's decision to prohibit photography of certain pupils or a particular event.
- Any images taken are for personal use only.
- Images including children other than their own, **must not** be sold or put on the internet; if they are, Data Protection legislation may be contravened and they will be asked to remove them. They will not use any images of pupils so as to cause offence or harm.

The right to refuse parents/carers the opportunity to take photographs and make videos is however to be reserved on health & safety grounds. This right will be implemented should it be deemed appropriate.

Closed-circuit television (CCTV)

CCTV is to be used for the following purposes:

- To control access
- To monitor security
- For site management
- To act as an effective deterrent to prevent crime and discourage trespass

Procedures:

- All areas covered by CCTV are well signposted and notices displayed.
- Recordings are retained for 30 days only, and then erased.
- Cameras are placed to view the school site – no cameras are pointed directly at toilet cubicles or any other sensitive areas.

- During operational and out of hours periods, cameras may record inappropriate activities taking place on the premises.
- If such images are of a criminal nature or give cause for concern, the information will be referred to the appropriate agency

At Courtwood Primary all staff and where appropriate parents / carers and pupils are required to sign the Acceptable Use Policy. When taken together these policies cover the requirements of, and set out the procedures for, the taking and storage of photographs, digital images and videos. Additionally, all parents are asked to sign to give their consent to photographs, digital images and videos being taken and are made aware of the contexts, nature and the use to which these will be put.

The relevant Acceptable Use Policies are contained in Appendices 1, & 2 of this document

Acceptable Use Policy (AUP):

Adults working with children agreement form

This covers use of digital technologies in Courtwood Primary School including email, Internet, intranet and network resources, learning platform, software, equipment and systems.

- I will only use Courtwood Primary School's digital technology resources and systems for Professional purposes or for uses deemed 'reasonable' by the management.
- I will not reveal my password(s) to anyone.
- I will follow 'good practice' advice in the creation and use of my password. If my password is compromised, I will ensure I change it. I will not use anyone else's password if they reveal it to me and will advise them to change it.
- I will not allow unauthorised individuals to access any of Courtwood Primary School's/Collegiate Trust systems.
- I will ensure all documents, data etc., are saved, accessed and deleted in accordance with the Courtwood Primary School's network and data security and confidentiality protocols.
- I will not engage in any online activity that may compromise my professional responsibilities.
- I will only use the approved email system for any email communication related to work at Courtwood Primary School.
- I will only use Courtwood Primary School's/Collegiate Trust approved communication systems for any communication with young people or parents/carers.
- I will not browse, download or send material that could be considered offensive to colleagues.
- I will report any accidental access to, or receipt of inappropriate materials, or filtering breach to a member of SLT.
- I will not download any software or resources from the Internet that can compromise the network or are not adequately licensed.
- I will not publish or distribute work that is protected by copyright.
- I will not connect a computer, laptop or other device (including USB flash drive), to the network / Internet that does not have up-to-date anti-virus software, and I will keep any 'loaned' equipment up to-date, using the Courtwood Primary School's recommended anti-virus, firewall and other ICT 'defence' systems.
- I will not use personal digital cameras or camera phones for taking and transferring images of young people or staff without permission and will not store images at home without permission.
- I will ensure that any private social networking sites / blogs etc that I create or actively contribute to are not confused with my professional role. I understand that it is my responsibility to ensure I know how to use any such tools so as not to compromise my professional role, such as setting appropriate security settings.
- I will not create a business account on any social networking site unless in full agreement with the appropriate manager, agreed for specific circumstances.
- I agree and accept that any computer or laptop loaned to me by Courtwood Primary School is provided solely to support my professional responsibilities and that I will notify them of any "significant personal use" as defined by HM Revenue & Customs.
- I will access Courtwood Primary School's resources remotely (such as from home) only through approved methods and follow e-security protocols to access and interact with those materials.

- I will ensure any confidential data that I wish to transport from one location to another is protected by encryption and that I follow Courtwood Primary School's data security protocols when using any such data at any location.
- I understand that data protection policy requires that any information seen by me with regard to service users, held within the Courtwood Primary School's/Collegiate Trust's information management system, will be kept private and confidential, EXCEPT when it is deemed necessary that I am required by law to disclose such information to an appropriate authority.
- I understand that it is my duty to support a whole organisation safeguarding approach and I will alert the Courtwood Primary School's named child protection officer / relevant senior member of staff if I feel the behaviour of any service user or member of staff may be a cause for concern or inappropriate.
- I understand that all Internet usage / and network usage can be logged and this information could be made available to my manager on request.
- I understand that failure to comply with this agreement could lead to disciplinary action.

Acceptable Use Policy (AUP): 'Staff' agreement form

User Signature:

I agree to abide by all the points above.

I understand that it is my responsibility to ensure that I remain up-to-date and read and understand the Courtwood Primary School's most recent e-safety policies.

Signature Date

Full Name (printed)

Job title

Policy: Use of Digital and Video Images

In this school:

- We only use digital photographs or video when we have received permission from parents/carers. This permission is gained as part of the school agreement form when their child joins the school via the GDPR Parent/Carer Consent form which covers use of all forms of photographic use.
- Digital images /video of pupils are stored on the school's network and images are deleted regularly or following pupils' departure from school at the end of year 6 – unless an item is specifically kept for a key school publication;
- We do not identify pupils in online photographic materials or include the full names of pupils in the credits of any published school produced video materials / DVDs;
- Staff sign the school's Acceptable Use Policy and this includes a clause on the use of mobile phones / personal equipment for taking pictures of pupils;
- The school blocks/filters access to social networking sites or newsgroups unless there is a specific approved educational purpose;
- Pupils are taught about how images can be manipulated in their E-Safety education programme and also taught to consider how to publish for a wide range of audiences which might include governors, parents or younger children as part of their ICT scheme of work.
- Pupils are advised to be very careful about placing any personal photos on any 'social' online network space. They are taught to understand the need to maintain privacy settings so as not to make public, personal information.
- Pupils are taught that they should not post images or videos of others without their permission. We teach them about the risks associated with providing information with images (including the name of the file), that reveals the identify of others and their location, such as house number, street name or school. We teach them about the need to keep their data secure and what to do if they are subject to bullying or abuse.

Website:

- The Principal takes overall editorial responsibility to ensure that the website content is accurate and the quality of presentation is maintained;
- Uploading of information is restricted to our website authorisers:
- The school web site complies with the school's guidelines for publications;
- Most material is the school's own work; where other's work is published or linked to, we credit the sources used and state clearly the author's identity or status;
- The point of contact on the web site is the school address, telephone number and we use a general email contact address; admin@courtwood.org.uk. Home information or individual e-mail identities will not be published;
- Photographs published on the web do not have full names attached;
- We do not use pupils' names when saving images in the file names or in the tags when publishing to the school website;
- We expect teachers using' school approved blogs or wikis to password protect them and run from the school website.