



Use of Student Images Policy

November 2017

Signed (Chair of Governing Body):	
Date:	November 2017
Review:	November 2018

The Arbor Academy Trust reviews this policy annually. The Trustees may, however, review the policy earlier than this, if the Government introduces new regulations, or if the Trust receives recommendations on how the policy might be improved. This document is also available in other formats e.g. e-mail and enlarged print version, on request to the School Offices and is displayed on the schools' websites.

The word “images” is used here to include photographs, digital photographs, webcam, film and video recordings

1. Introduction

- a. The Arbor Academy Trust believes that the responsible use of children’s images can make a valuable contribution to the life and morale of the schools. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the schools’ achievements.
- b. We only use images that the Executive Principal and Local Governing Body consider suitable and which appropriately represent the range of activities the schools provide and the values we adhere to. No images will be used which could be considered to put any child at increased risk.
- c. Through this Policy we aim to respect young people’s and parents/carers’ rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The Policy takes account of both data protection and child protection issues.

2. Data Protection

- a. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer. A sample consent form for pupils is attached at Appendix A.
- b. In seeking consent we will ensure that parents are clear why we are using a child’s image, what we are using it for and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies.
- c. All images will be stored securely and used only by those who are authorised to do so. We will not re-use images of children after they have left the school; these images will be destroyed.

3. Child Protection

- a. We will only use images of children in suitable dress. The Executive Principal and Local Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
- b. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to The Trust’s child protection designated teachers, the LA, Social Care and/or the police as appropriate.
- c. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

4. Websites

- a. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, The Trust recognises that there is no control over who may view images and consequently there is a greater risk of misuse of images via the internet. We will therefore give specific consideration to the suitability of images for use on the schools’ websites.
- b. Images and accompanying details will only be used in line with government guidance as outlined on the Department for Education and Skills Superhighway Safety website (<http://safety.ngfl.gov.uk/schools/>).

5. Webcams and mobile phones

- a. Webcams and mobile phones can be used to take images without people's knowledge. The schools policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.
- b. Mobile phones that can take and transmit images will not be permitted in areas of the schools such as changing rooms or sports facilities, where they could be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly.

6. External photographers and events

- a. If the schools invite or permit an external photographer to take photographs within school, we will:
 - Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
 - Issue the photographer with identification which must be worn at all times
 - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
 - Not allow unsupervised access to children or one-to-one photo sessions at events.
- b. The same conditions will apply to filming or video-recording of events.
- c. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.
- d. If the schools invite parents to attend school assemblies or performances, parents/carers will be reminded at the beginning of that performance that any photographs taken should only be for personal use and not for publishing on social network sites.