



# **Marshbrook First School and Marshmallows Use of Videos and Photographic Images Policy April 2016**

## **Issues**

Education is a high-profile area and as a result, schools are attracting considerable media interest. Schools are understandably keen to satisfy this interest by publicising the achievements of all members of the school community. In addition, technological advances have meant that schools have both increased opportunities for publicity and a greater variety of ways in which to take advantage of those possibilities, not least of these are the ease with which schools can develop web-sites and their access to other publications.

However, this interest also brings dangers. The publication of pupils' images, especially where they are accompanied by the pupil's name, could attract the wrong sort of interest. The provisions of the Data Protection Act may apply to images taken by the school for official use, but do not apply to those taken for purely personal use. However, we must always be mindful of the need to safeguard the welfare of children in our school and issues of child protection.

## **Examples**

Examples of the purposes for which schools may wish to use images of children to enhance the written or spoken word are listed below:

### **1. Newspapers and magazines**

- school sports days
- prize givings
- launch of a special project
- opening of new facilities
- school concerts or plays
- special achievement awards
- VIP visits

### **2. Television**

- Local news stories
- National news stories
- Documentaries

### **3. School Prospectus**

- Care should also be taken to update images on a regular basis to prevent embarrassment or upset to children or parents where changes in personal or domestic circumstances might have later occurred.

### **2. Internet/School Websites**

- Particular care should be taken by teachers, parents and pupils when considering releasing information onto the World Wide Web. Articles should be screened very carefully to ensure that children cannot be individually identified by name or by any other means. This includes ensuring that they cannot be

identified from the file name of any electronic image files that are placed on a website.

- Parents who are considering setting up a private/family website with details relating to a particular school in their community, should first seek permission from the headteacher if they intend using images of children.
- In all instances it is advisable that library images of children be used wherever possible to avoid problems. If library images are deemed unsuitable then all relevant permissions should be sought prior to publication.

### **Photographs for Official School Use or Use by the Media**

Prior to the publication of images of children:

- parents are asked at the start of each academic year to complete a standard consent form; and
- where the school has no record of receiving such a form, parental consent should be obtained each time the school is considering using their child's image.

A document for this purpose is attached and it includes a Code of Conduct detailing the manner in which any image would be used.

### **Inter-School Events**

Apply these guidelines to inter-school events. If a vulnerable child is involved, it will be necessary to liaise with a member of staff from the other establishments so that they are aware of the wishes of the parents or carer of the child.

### **Photographs Taken by Parents / Guardians for Personal Use**

There will be school events when parents / guardians will want to take photographs for their own personal use. Our school demonstrates its protective ethos by determining and implementing this policy on the safe use of cameras and videos by parents / guardians at school events. The school will announce that photographs and videos may be taken on the basis that they are for private retention and not for publication in any manner, including use on personal websites.

This policy is reviewed every three years, or before if necessary.