**Ashdon Primary School**

**Use of Photographs, Videos or Images**

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| **Headteacher & GDPR Officer** | Marné Reynecke |
| **GDPR Officer** | Jessica McCormick |
| **Approved by Governors** | 16/05/2023 |
| **Policy’s next review date** | 16/05/2026 |

**SAFEGUARDING STATEMENT**

Ashdon Primary School takes seriously the responsibility to protect the welfare of the children in its care, believing that “The welfare of the child is paramount” Children Act 1989.

This policy plays an integral part in our aim to safeguard the children and ensure their wellbeing in order to promote optimum development.

**Policy Statement**

The purpose of this policy statement is to:

* protect children and young people who take part in Ashdon Primary School’s events and activities, specifically those where photographs and videos may be taken
* set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities
* to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people

This policy statement applies to all staff, volunteers and other adults associated with Ashdon Primary School.

We believe that:

* children and young people should never experience abuse of any kind
* we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that:

* sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation
* the welfare of the children and young people taking part in our activities is paramount
* children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
* consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images there are potential risks associated with sharing images of children online.

We will seek to keep children and young people safe by:

* always asking for written consent from a child and their parents or carers before taking and using a child’s image
* always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children
* making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
* not naming children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them)
* never publishing personal information about individual children
* making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information)
* reducing the risk of images being copied and used inappropriately by:
  + only using images of children in appropriate clothing (including safety wear if necessary)
  + avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
  + using images that positively reflect young people’s involvement in the activity.
* school staff only using school devices and never their own personal devices to take photos or videos of children, unless they are a parent/carer of a child who attends Ashdon Primary School and, together will all other parents, have been given permission for a specific event (see below).

**Images for the school website**

School websites are more easily accessible than paper-based school publications. The school will make sure that only appropriate images are used and that pupil names are not given. Image filenames will avoid using children’s names. Only images of children whose parents have given consent in writing may be used on the school website.

**Visitors**

Visitors to the school, including parents, should not take photographs of pupils, the school or school activities without prior permission from the headteacher.

Where a visitor wishes to take photographs permission may be given in the following circumstances:

* Images with no pupils, e.g. a contractor taking photographs prior to building work.
* Pupils are not identifiable, e.g. a student teacher taking photographs of pupil work or displays.
* Permission for photographs have been specifically agreed and arrangements made in accordance with parental consent e.g. photographs by workshop provider.

In all cases the visitor will be accompanied by a member of staff who can offer guidance on who and what may be photographed.

**Images, photos and videos taking by parents, legal guardians or family members**

The school will specify when photographs and/or videos are permitted to be taken as events, such as school plays. Recording and/or photographing should be for private use only and the photos or videos should not be shared via online platforms such as Facebook or Instagram.

Where a parent has asked that photographs are not taken of their child, wherever possible the child will be removed from the event while other parents are taking photos.

**Children photographing or videoing one another**

Pupils are not allowed to use personal phones or other personal devices to take photographs of each other during school activities.

Where school devices are used across the curriculum, school staff will supervise and maintain control over any photographing pupils do in school or during off-site activities.

**Use of images of children by the press**

There may be occasions where the press take photographs at school of pupils. The press enjoy special rights under the Data Protection Act, which permit them to publish material for journalistic purposes. Generally, parents and relatives take pride in press cuttings which picture their children and for most, this outweighs any fears about this information being misused. The school will ensure that the consent of parents is sought prior to press photography.

Where photographs are taken by the press, only pupils’ first names will be given. Where pupils are named fully in a press article, no image will be given.

**Storing images, photos and videos**

As our school stores images or video recordings of children for official use, we must ensure that we are complying with the Data Protection Act 2018.

We have taken steps to mitigate the risk of unauthorised access to and inappropriate use of images of children. This includes:

* storing images in a secure location
* only using devices belonging to the school to take and store photos and recordings of children
* making sure anyone who takes or uses images of children for your organisation has permission to do so.

**Review**

This policy will be reviewed every 3 years by the staff and Governing Body of the school, or sooner if deemed appropriate.