



ARK Blacklands
Primary Academy

APPROPRIATE USE OF IMAGES POLICY



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1 POLICY OWNER

The Designated Senior Person in the academy is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the academy. This includes the management, implementation, monitoring and review of the academy's Image Use Policy.

2 INTRODUCTION

Schools, playgroups and youth groups have always used photographs and videos as a way of celebrating achievement, or seeking publicity for fundraising and for marketing purposes.

Parents and families and the children themselves often derive great pleasure from seeing their loved ones in print or on a website. We want to ensure that everyone can continue to enjoy these activities safely. However parents need to be aware that placing any identifying information in the public domain has risks. Parents need to understand these issues in order to give properly considered consent. It is important that parents and schools have the opportunity to fully consider the issues before any problems can arise. The objective of this policy is to ensure that we can continue to allow images to be captured whilst the academy remains legally compliant with the Data Protection Act.

3 THE ACADEMY WILL:

- Ensure that all images taken by the academy will be used in a manner respectful of Data Protection Principles. This means that images will be:
 - fairly and lawfully processed and only for limited, specifically stated purposes
 - used in a way that is adequate, relevant and not excessive
 - kept on file for no longer than is necessary
 - processed in line with an individual's legal rights
 - kept securely
 - adequately protected if transferred outside the academy
- Obtain permission from parents or carers before images/videos of children are electronically published by the academy.
- Obtain written parental consent to take and use photographs offsite for professional, marketing and training purposes. Images may be used for internal purposes or externally by the academy or by ARK, in such formats as brochures, websites, social media and print ads.
- Ensure that written consent from parents will be kept by the academy where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.
- Record and keep securely all consent detail and ensure that, should permission be withdrawn by parents/carers at any time, all relevant images are removed and the record updated, and best endeavours are made to dispose of those images.
- Ensure that images will not be kept for longer than is to be considered necessary. The Senior Designated Person will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images are longer of use.

- Retain all images on site at all times unless general arrangements have been made otherwise (such as for the taking of annual portrait photographs of the children), or prior explicit consent has been given by both the Designated Senior Person and the parent or carer of any child or young person captured in any photograph. Should permission be given to take images away from the academy, all relevant details are to be recorded, for example who, what, when and why and data will be kept securely (e.g. with appropriate encryption).
- Have the authority to view any images taken and/or to withdraw or modify a member of staff's authorisation to take or make images at any time.
- Suitably protect and log in and out of the academy any memory stick, CD or storage device containing images of children to be taken offsite for further work and ensure it is returned within the expected time scale.
- Carefully select images or videos that include children when used online.
- Not use children's full names on the website in association with photographs.
- Not include any personal addresses, emails or telephone numbers on video, on the website, in a prospectus or in other printed publications.
- Will only use images of children who are suitably dressed.
- Will only publish children's work with their permission or the consent of their parents (via 3.4.2 if explicitly cited).
- Will include information regarding the safe and appropriate use of images as part of staff's safeguarding training.
- Will ensure that all images in the possession of staff and volunteers are available for scrutiny and will be able to justify any images in their possession.
- Will not take images of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.
- Will not allow photography in sensitive areas such as changing rooms or toilets.
- Will dispose of photographs should they no longer be required. Copies will not to be taken of any images without relevant authority and consent from the Designated Senior Person and the parent/carer.

4 PARENTS/CARERS WILL:

- Only take photographs or DVD footage of events for private use only.
- Only take or make recording within designated areas of the academy as set by Principal or Head. Photography is not permitted in sensitive areas such as changing rooms and toilets.
- Be mindful of others when making and taking images.
- Recognise the authority of the academy to withdraw consent for filming and photography and understand that any photography or filming on site will be open to scrutiny at any time.
- Contact the Senior Designated Person to discuss any concerns regarding the use of images.

5 USE OF PHOTOS/VIDEOS BY CHILDREN

- The Senior Designated Person will be able to authorise the taking of photographs in the academy by children and a record will be kept of such authorisations. Notwithstanding such authorisation, children will not be allowed to take pictures without being supervised or in sensitive areas with or without supervision.
- Still and video cameras provided for use by children and the images themselves will not be removed from the academy.

6 USE OF IMAGES OF CHILDREN BY THE MEDIA

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (e.g. first names only) can be published along with images and videos.
- No authorisation will be given to unscheduled visits by the press under any circumstances.

7 USE OF PROFESSIONAL PHOTOGRAPHERS

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the academy's e-Safety policy.
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent
- Photographers will not have unsupervised access to children and young people

8 EQUALITY IMPACT STATEMENT

We will do all we can to ensure that this policy does not discriminate, directly or indirectly. We shall do this through regular monitoring and evaluation of our policies. On review we shall assess and consult relevant stakeholders on the likely impact of our policies on the promotion of all aspects of equality, as laid down in the Equality Act (2010). This will include, but not necessarily be limited to: race; gender; sexual orientation; disability; ethnicity; religion; cultural beliefs and pregnancy/maternity. We will use an appropriate Equality Impact Assessment to monitor the impact of all our policies and the policy may be amended as a result of this assessment.