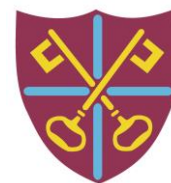


St. Peter's Catholic Primary School



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Using pictures of children in school - Information for parents

We regularly take photographs/videos of children at our school for a range of purposes including teaching the curriculum. These may also be used in our school prospectus, in other printed publications, on our school website or in school displays. On occasions our school may be visited by the media who will take photographs of an event or to celebrate a particular achievement. These photographs may then appear in local or national newspapers, websites or on televised news programmes.

We believe that the responsible use of photographs of children can make a valuable contribution to the life and morale of the school and would only use images that the Headteacher and Governing Body consider suitable and which appropriately represent the values of the school and the range of activities the school provides.

This information sheet explains our policy around the use of images in school so that you can give informed consent about how we use photographs/ video of your child.

Data Protection

- 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 either identifiable individuals for school publicity materials without the consent of the individual or, in the case of pupils, their parents/carer.

Using pictures in school publications

- The school will only take and use images that are appropriate and are considered not to be open to misuse.
- Pupils will be made aware of why their picture is being taken and how it will be used
- Where a photograph of an individual is used, we will not name the pupil.
- Images will show pupils in suitable dress to avoid the risk of inappropriate use e.g. images of pupils in PE or swimming kit will only be included at the discretion of the Headteacher and Governing Body.
- We will ensure that personal details are not used in captions, tags or file names

Using pictures or video on the school website

- We will adopt the same principle as outlines above when publishing images or video on the Internet.
- However, as we recognise that there is no control over who may view the images we will therefore give specific consideration to the suitability of images for use on the school's website.
- Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Using pictures or video in training events for other educational professionals



- As an 'Outstanding' school we are often asked to share our work with other schools to support teachers in developing their practice. This could be through speaking at conferences or events, holding workshops in school or writing articles or reports about our practice.
- The school may use images of children at work in their learning environments in slideshows and hand-outs used during training events or to illustrate articles written.
- We will adopt the same principle as outlines above when choosing images to use in training materials

Filming events in school

- Under the terms of the Data Protection Act 1998, parents, friends and family members can take images of their children and friends participating in school activities for family and personal use.
- If the recording is not for personal use e.g. with a view to selling the video, then consent of other parents whose children may be on film would be required. Without this consent, the Data Protection Act would be breached.
- Parents are allowed to film school events such as sports days, fetes and school plays so long as the performance is not disturbed.

Images in the media / local press

- Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press.
- It is likely that media organisations would wish to publish the child's name, age and the school's name in the caption for the picture (possible exceptions to this are large group or team photographs)
- It is possible that the media organisation will re-publish the story on their website or distribute it more widely to other newspapers or media organisations.

Consent

- **In order to comply with the Data Protection Act (1998), we must seek consent from parents before using any images or video of their child**
- Due to the number of occasions during a pupil's time at school that the school we will seek consent from parents/carers to use pictures or videos of their child when they first start at school and yearly thereafter.
- We will, where necessary, consider the need to revisit consent in the event of a pupil's circumstances changing, or new applications for the use of pupil images.
- Parents will be asked to give consent via our electronic form management system, or can request a hard copy from the office if they cannot access the online system.
- **Parents may withdraw consent AT ANY TIME by contacting the school office.**

Misuse of images

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's Designated Child Protection Officer who may involve the LA, Social Services and police as appropriate.

When you have read this information sheet, please then access the
General Permission and Information Form
 which was sent to you via Parentmail in order to give consent.