

Coombe Secondary Schools Academy Trust Use of Image policy 2015 – 2016

THIS POLICY MUST BE USED IN ACCORDANCE TO THE DATA PROTECTION ACT 1998

The DPA is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the DPA should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure.

Where the DPA does apply, a common sense approach suggests that if the photographer asks for permission to take a photograph, this will usually be enough to ensure compliance.

Photos taken for official school use may be covered by the DPA and pupils and students should be advised why they are being taken.

- A parent takes a photograph of their child and some friends taking part in the school Sports Day to be put in the family photo album. **THIS SITUATION SHOULD NOT BE PERMITTED.** Parents should be advised before any event that the use of any recording equipment is strictly forbidden.
- Grandparents are invited to the school production and wish to video it. **THIS SITUATION SHOULD NOT BE PERMITTED.** Parents should be advised before any event that the use of any recording equipment is strictly forbidden.

Official school use:

- Photographs of pupils or students are taken for building passes. These images are likely to be stored electronically with other personal data and the terms of the DPA will apply.
- A small group of pupils are photographed during a science lesson and the photo is to be used in the school prospectus. This will be personal data but will not breach the DPA as long as the children and/or their guardians are aware this is happening and the context in which the photo will be used.

Media use:

- A photograph is taken by a local newspaper of a school awards ceremony. As long as the school has agreed to this, and the children and/or their guardians are aware that photographs of those attending the ceremony may appear in the newspaper, this will not breach the DPA.

This guidance has been developed drawing on ICO experience. Because of this it may provide more detail on issues that are often referred to the Information Commissioner than on those we rarely see. The guidance will be reviewed and considered from time to time in line with new decisions of the Information Commissioner, Tribunals and courts.

It is a guide to our general recommended approach, although individual cases will always be decided on the basis of their particular circumstances.

Images of students in school newsletters, brochures, prospectus and websites can be a motivating opportunity for all students involved as well as providing an opportunity for promoting and celebrating the work of students and staff within the school. There are many benefits to using images of students, however care must be taken to balance this with the potential risks. Particular care should be taken with the use of images for those students who are under 16 years of age.

When assessing the potential risk for the use of images of students, the most important factor should be the potential for inappropriate use of images of children. It is with this in mind that the following guidelines should be followed:

Use of Images

- If the image of the student is to be viewed externally to the school e.g. in the school prospectus, on the school website or any external advertisement then parental permission should be obtained using the school parental consent form. This ensures that parents are

aware that the student is representing the school. The Marketing Team will provide consent forms for these specific events / situations.

- Avoid using the first and last name of individuals together linking with a photograph, thus reducing the risk of unsolicited attention from people outside of the school.

A simple rule to follow should be:

If the student is named, avoid using their photograph.

If a photograph is used, avoid naming the student.

- Consider using **group photos** rather than photographs of individual students.
- Use photographs of students in suitable dress.
- Remember that the school facilities are used by external organisations after school hours and during school holidays. Images displayed on notice boards will be easily viewed. Care should be taken with the combined use of image and student name.

Use of video

If a film is to be viewed by people external to the school, then the following care should be taken.

- Avoid referring to students by name in the video.
- Thought should be taken with any credits at the end of the film to ensure that it is not possible to tie the name of the student up with the character in the film. Do not use full names or do not link the full name of the student with the character.

External Agencies

Increasingly external agencies wish to use images of Coombe Girls' School students and care should be taken to ensure that these agencies use the same guidelines as the school before permission is granted for the use of an image.

If the image is to be used by an external agency then this must be made explicit to the parent/carer in the parental consent form. An external photography consent form needs to be completed giving full details of the photographer or film company that are capturing the image. Many film agencies will need a separate consent form to be completed for their insurance purposes.

Consent for use of images / video

All Year 6 Students will receive a 'Use of Image' consent form to fill in. Both parents and pupils will need to sign this form for full consent to be given. The following questions are asked for consideration;

1. May we use your child's photograph in the school prospectus and other printed publications that we produce for promotional purposes or on project display boards? **Yes / No**
2. May we use your child's image on our website? **Yes / No**
3. May we record your child's image on video or webcam? **Yes / No**
4. Are you happy for your child to appear in the media **Yes / No?**

The consent letter will be valid for 5 years. It will be the responsibility of the parent / guardian to inform the school if the nature of the consent changes.

The school will provide all Departments an accessible updated data base of those students whose image/details should not be used for any publicity within school. This data base will be updated when consent changes and all staff notified of this change.