

Valley Road Primary School

Use of Photographs and Video Policy

Introduction

Valley Road Primary School welcomes positive publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs in school publicity materials can increase pupil motivation and staff morale and help parents and the local community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. We need to respect young people's and parents' rights of privacy and be aware of potential child protection issues. As a school, we always aim to protect our children but need to balance the potential risks against the advantages of promoting the school in a colourful and attractive way. Risks can be minimised by following the guidelines in this Policy and in securing parental consent for the use of photographs.

This document provides guidance on the appropriate use of images of children in our school. It covers still, video and electronic photographic images wherever they are used. The guidance is for staff, parents/carers, governors and any other people visiting Valley Road Primary School who wish to use images of children and young people in education.

We need to make full and proper use of photographic images whilst conforming to legal requirements and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership. These guidelines address these issues and give advice on good practice.

Aims

We aim to use photographs and cameras at Valley Road Primary School for:

- Assessment, planning and recording
- Observation tools
- Information for visitors and parents
- Training purposes
- Language extension
- Teaching and learning resources (with particular links to IT and Global Awareness)
- Promotional materials

Legal Framework

The data protection act 1998 is relevant: <https://ico.org.uk/for-organisations/>

The school is registered under the act.

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

Where the Act 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 Act and pupils and students should be advised why they are being taken.
- Photos taken purely for personal use are exempt from the Act.

Use of Photographs

Photographs are used extensively throughout Valley Road Primary School for a variety of purposes.

Generally, staff take photographs of the children throughout the year to capture a particular example of play or something that a child has achieved. In addition, we use photographs for:

Photographs	Purpose
Displays of children's work	A record of ideas and topic references for future use. These may be used in newsletters or TEAMs
Examples of children's play	As a part of an individual child's profile given to parents at the end of the year
Classroom areas	To show the range of activities there for visitors and parents
Class albums	For children to look at and talk about
School policy folders	To explain the work of the school to parents and visitors
Special events and festivals	As a record of the school year and for children and parents to look at and talk about
Birthday display	Used as a class resource for talking about birthdays, months of the year etc
Photographic maps of the school and local environment	A resource for topic work usually focused in on Knowledge and Understanding of the World
From home in the <i>All About Me</i> booklets	To act as a link between home and school when the children start at Valley Road
Children's own photographs	Children take photographs at school often on an iPad to gain experience in using technology

Promotional material e.g. social media and website posts	Members of staff will take photographs at school events, of occasions and special achievements of individuals - and anything else that will promote the school in a positive light
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This list is not exhaustive.

iPad/mobile phones are also used in school for many of the above purposes. In particular we may use them for observations of children's play to further our understanding, or for assessment and planning tools.

Pupils are not allowed to use their own mobile phones on the school premises at any time.

Points to Consider

We are aware of the need for sensitivity when taking photographs and observe the following:

- The child does not object to having his/her photograph taken
- Photographs are used to show positive issues (e.g. a piece of work that the child has worked hard on or is pleased with, children playing cooperatively together)
- We are inclusive so that gender, race, SEND, and differing abilities are reflected in a balanced way
- If photographs are taken by a member of staff on their mobile device, they will be deleted after being passed to the school

Where photographs, videos or even samples of children's work are to be displayed outside school, we seek parental permission for this to happen.

Examples of this are newspaper reports, articles in education publications, posts on social media or exhibitions of children's work.

Students, visiting professionals or researchers who need to take photographs or videos as part of their work, are made aware of the need for confidentiality and that children will not be named or identified in any other way.

Parents are made aware of our use of cameras, and the location of this policy through the school website and have the opportunity to voice any concerns.

We hold a record of parental requests to opt out of allowing their child's image to be used in any shape or form for use outside of the school community.

Parents Photographing and Videoing Children at School

Parents may take photographs of school events subject to ordinary courtesies such as not obscuring the view of other audience members or distracting the children.

It is, however, important to note (and to advise parents if necessary) that photographs/video footage should not be published in print or digitally (e.g. on websites) under any circumstances. This applies both to individuals and to schools. Addresses should never be published in association with photographs.