

## Use of digital and video images – taken from the school's Esafety Policy



The development of digital imaging technologies has created significant benefits to learning, allowing staff and pupils instant use of images that they have recorded themselves or downloaded from the internet. However, staff, parents / carers and pupils need to be aware of the risks associated with publishing digital images on the internet. Such images may provide avenues for cyberbullying to take place. Digital images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. It is common for employers to carry out internet searches for information about potential and existing employees. The school will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm:

- When using digital images, staff should inform and educate pupils about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet eg on social networking sites.
- In accordance with guidance from the Information Commissioner's Office, parents / carers are welcome to take videos and digital images of their children at school events for their own personal use (as such use is not covered by the Data Protection Act). To respect everyone's privacy and in some cases protection, these images should not be published / made publicly available on social networking sites, nor should parents / carers comment on any activities involving other pupils in the digital / video images.
- Staff and volunteers are allowed to take digital / video images to support educational aims, but must follow school policies concerning the sharing, distribution and publication of those images and ensure that consent has been provided by parents. Those images should only be taken on school equipment, the personal equipment of staff should not be used for such purposes.
- Care should be taken when taking digital / video images that pupils are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Pupils must not take, use, share, publish or distribute images of others without their permission
- Photographs published on the website, or elsewhere that include pupils will be selected carefully and will comply with good practice guidance on the use of such images.
- Pupils' full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Written permission from parents or carers will be obtained before (a) photographs of pupils are published on the school website; (b) used on displays and/or exercise books within school; (c) taken as part of a class photo to be purchased by parents; (d) published by any external media sources.
- Consent forms will be held centrally within school and a database will be available to staff.

### Photographs and digital film recording

Within school we use photographs and digital images for a number of reasons. The use of digital / video images now play a very important part in learning activities. Pupils and members of staff may use digital cameras / ipads to record evidence of activities in lessons and out of school. Teachers may then use these images in presentations in subsequent lessons.

The main purpose of images within Eastfield Primary is to celebrate the success of pupils and so Images may be used to celebrate success through their publication in letters, on the school website and occasionally in the public media.

Photographs are used on classroom and corridor display boards, life channel screens (on the playground and the front of school) and also on the school website e.g. photographs of pupils learning, sports teams and school productions / celebrations / festivals.

Photographs are also used in Children's Learning Journeys in Reception and also in children's exercise books to gather evidence of your child's learning.

From time to time our school may be visited by the media who will take photographs or film footage of a visiting important person or another high profile event. Children will often appear in these images, which may appear in local or national newspapers or on televised news programmes.

We will always take great care to only show photographs if we feel the medium is appropriate. To comply with the Data Protection Act 1988, we need your permission before we can photograph or make any recordings of your child and so therefore I am writing to ask for your consent to use photographs and film in the following ways at Eastfield Primary School:

- School website. This will include the prospectus, school letters and curriculum documents. The website photos shows school visits, trips and enrichment activities, and celebrates children’s success/celebration e.g. celebration assemblies and extra curricular activities etc. No child will be named on the school’s website alongside their image.
- Images made available to purchase via the Internet by an external photographer (where applicable) e.g. class photographs
- Displays (classroom and corridor) within the school (to include Life Channel screens – not connected to the internet)
- Learning Journeys and exercise books
- Press articles

If you need clarification or are concerned about the use of your child’s photograph please contact the school.

Please complete the table below by circling ‘yes or no’ next to each statement, sign and date the form and then return the form to school:

I give permission for my child’s photograph to be used within school for learning and celebration purposes - on classroom and corridor displays and in children’s exercise books	YES / NO
I give permission for my child’s photograph to be used on the school’s website	YES / NO
I give permission for my child to appear in the media e.g. Express and Star, Wolverhampton Chronicle	YES / NO
I give permission for my child to have a class photograph taken and understand that this class photograph can be purchased by parents	YES / NO

Consent is assumed indefinite. However, you do have the right to withdraw consent at any time by writing to the Head Teacher.

In accordance with guidance from the Information Commissioner’s Office, parents / carers are welcome to take videos and digital images of their children at school events for their own personal use (as such use is not covered by the Data Protection Act). To respect everyone’s privacy and in some cases protection, these images should not be published / made publicly available on social networking sites, **nor should parents / carers publish images / video or comment on any activities involving other pupils.**

Name of child..... Class .....

Signed parent/carer ..... Date .....