

West Lodge School

The Taking, Storing and Using of Images of Children Policy

This policy also applies to the Early Years Foundation Stage (EYFS) and before and after School activities.

At West Lodge School, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the school year. The School walls are decorated with examples of pupils' work, team photographs and photographs of trips and expeditions in which our pupils have participated. Our web site is updated regularly, and all parents are sent our information bulletins in order to keep them fully abreast with the news of our active community.

THE APPLICATION OF DATA PROTECTION LAWS TO TAKING, USING AND STORING IMAGES OF CHILDREN

Parents who accept a place for their child at West Lodge School are invited to agree to the School using anonymous photographs of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the web site, as well as displayed within the premises, and in bulletins sent to the School community.

USE OF IMAGES: DISPLAYS ETC

We will only use images of our pupils for the following purposes:

- Internal displays, (including clips of moving images), on digital and conventional notice boards within the School premises,
- Communications with the School community (parents, pupils, staff, Governors and alumni) via password-protected sections of the School's web site or other digital means,
- Marketing the School both digitally by web site, by prospectus, by displays at educational fairs and other marketing functions, [both inside the UK and overseas] and by other means.
- In addition to uploading photographs to the school website, the school may use suitable social media platforms to share images with members of the school community. An example of this is the use of Instagram as a communication tool to share pictures of pupils during the School Journey. Whilst no social media platform can be completely secure, every effort will be made to restrict general access by ensuring that the account is private and that only West Lodge parents of children on the trip will be accepted as followers. The taking and use of images will be in accordance with the school's Social Media and Taking Digital Images policies.
- In the Foundation Stage as a means of assessment and observation.

IMAGES THAT WE USE IN DISPLAYS AND ON OUR WEB SITE

The images that we use for displays and communications purposes never identify an individual pupil. Instead, they name the event, the term and year that the photograph was taken (for example, "Rugby team, Spring Term 2017"). We only use images of School activities, such as plays, concerts, sporting fixtures, prize-giving, School trips etc in their proper context. We never use any image that might embarrass or humiliate a pupil.

Pupils are always properly supervised when professional photographers visit the School. Parents are given the opportunity to purchase copies of these photographs.

STORAGE AND REVIEW

School cameras are securely stored when not in use. Electronic images are kept in a password protected section of the School's network. We have a procedure in place for regularly checking and updating our web site in the School holidays when expired material is deleted. We follow BECTA guidance on e-safety. The use of personal mobile phones as a camera is prohibited in School and on outings by staff. Please refer to the Child Protection Policy.

MEDIA COVERAGE

We will always notify parents in advance when we expect the press to attend an event in which our pupils are participating, and will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are excluded from the event.

We will always complain to the Press Complaints Council (PCC) if the media fails to follow the appropriate code of practice for the protection of young people, including the children of celebrities.

STAFF INDUCTION

All new teaching and office staff are given guidance on the School's policy on taking, using and storing images of children.

USE OF CAMERAS AND RECORDING EQUIPMENT BY PARENTS AND GUARDIANS

Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their cameras and recording devices with consideration and courtesy for the comfort of others.

We ask parents not to take photographs of other pupils on their own, without the prior agreement of that child's parents.

Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; we therefore ask that it is not used at indoor events.

Parents are also reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We always print a reminder in the programme of events where issues of copyright apply.

TREATING OTHERS WITH RESPECT

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. Our Anti-Bullying policy is set out in the Class Handbook. The School is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or worrying issue to a member of staff. The use of cameras on mobile phones is not allowed in washing and changing areas, nor should photography be used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches this or our Anti-Bullying policy is always taken seriously and may be the subject of disciplinary procedures.

This policy is based on



Other references:

“Schools and Children” and “Editor’s Code of Practice” PCC codes of Practice

“Data Protection Good Practice Note: Taking Photographs in Schools” ICO Guidance

“Advice to schools on the use of images on school websites.” ISC

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Next Review Date: March 2019

Reviewer: ICT Co-ordinator