



## The Federation Of North Petherwin and Werrington Schools

### Use of digital images and videos policy

Updated: January 2017

Review date: January 2018

This use of digital images and video policy has been developed by a working group made up of:

- Executive Headteacher
- Head of School
- Online Safety Coordinator
- Governors

Consultation with the whole school / academy community has taken place through a range of formal and informal meetings.

#### Purpose of policy

This policy sets out how the Federation of North Petherwin and Werrington Schools will ensure the safety and welfare of children, young people and/or vulnerable adults in our care when making photos/images/videos of them.

#### Policy Application

Our policy applies to all staff, governors and volunteers working at the school as well as visitors.

#### Use of digital and video images

The development of digital imaging technologies has created significant benefits to learning, allowing staff and students instant use of images that they have recorded themselves or downloaded from the internet. However, staff, parents / carers and students 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 students 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 e.g. on social networking sites.
- Written permission from parents or carers will be obtained before photographs of students are published on the school website / social media / local press / Class Dojo.
- 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 and academy 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 made publicly available on social networking sites, nor should parents / carers comment on any activities involving other *students* in the digital / video images.

- Staff and volunteers are allowed to take digital / video images to support educational aims, but must follow school academy policies concerning the sharing, distribution and publication of those images. Those images should only be taken on school / academy equipment, the personal equipment of staff should not be used for such purposes.
- Care should be taken when taking digital / video images that students are appropriately dressed and are not participating in activities that might bring the individuals or the school or academy into disrepute.
- Students must not take, use, share, publish or distribute images of others without their permission
- Photographs published on the website, or elsewhere that include students will be selected carefully and will comply with good practice guidance on the use of such images.
- Students' full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Student's work can only be published with the permission of the student and parents or carers.

Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.

## Appendix one

### Use of Digital / Video Images

The use of digital / video images plays an important part in learning activities. Students and members of staff may use digital cameras to record evidence of activities in lessons and out of school. These images may then be used in presentations in subsequent lessons.

Images may also be used to celebrate success through their publication in newsletters, on the school website, Class Dojo and occasionally in the public media.

The school will comply with the Data Protection Act and request parents / carers permission before taking images of members of the school. We will also ensure that when images are published that the young people cannot be identified by the use of their names. 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 made publicly available on social networking sites, nor should parents / carers comment on any activities involving other *students* in the digital / video images.

Parents / carers are requested to sign the permission form below to allow the school to take and use images of their children and for the parents / carers to agree

### Digital / Video Images Permission Form

Parent / Carers Name: \_\_\_\_\_

Student / Pupil Name: \_\_\_\_\_

As the parent / carer of the above student / pupil, I agree to the school taking and using digital / video images of my child / children. I understand that the images will only be used to support learning activities or in publicity that reasonably celebrates success and promotes the work of the school.

Yes / No

I agree that if I take digital or video images at, or of school events which include images of children, other than my own, I will abide by these guidelines in my use of these images.

Yes / No

Signed: \_\_\_\_\_

Date: \_\_\_\_\_