

**Whatever you do, work at it with all your heart.  
Colossians 2:23**



**St Mark's C of E Primary School**

## **Digital Images Policy**

**Approved by governors: (date)**

**Reviewed: January 2018**

**To be reviewed: January 2019**

# **Digital Images Policy**

## **Mission Statement**

At St Mark's C of E Primary School we will:

- Welcome everyone
- Build Christian values and worship into our teaching
- Establish strong links between home, school and community
- Endeavour to reach our full potential and celebrate our achievements
- Care for, encourage and respect each other
- Support each other to stay safe, healthy and make a positive contribution to our World

*Our school is a place where every person has the right to be themselves and to belong and learn in a safe and happy environment. Everyone at our school is equal and treats each other with respect and kindness. We do not tolerate bullying.*

## **1 Introduction**

- 1.1 There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.
- 1.2 Under the terms of the Data Protection Act 1998, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for public display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

## **2 Parental permission**

- 2.1 All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school. This form will be given to the parents or guardians of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.
- 2.2 All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

## **3 School performances**

- 3.1 We will allow video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent.
- 3.2 The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of

any sort if they are felt to be making inappropriate images. For example, photography is forbidden in changing rooms or backstage during school productions.

3.3 Schools will insist that no pictures or digital images will be put on any social networking of any child that is not their own.

#### **4 The Internet**

4.1 Only appropriate images will be used on the school Internet site, and children will not be identified by their name or address on the school website.

4.2 Parents are allowed to put images of their own children onto social network sites i.e. but should refrain from putting pictures of other children on.

#### **5 Mobile phones**

5.1 Adults may bring mobile phones, but must not use them to take pictures of children. They must not be used at any time in the classroom.

5.2 If a child needs a mobile phone to walk home with, they must sign it into the office. No mobile phones are allowed in classrooms, playgrounds or with any child during school hours.

#### **6 Use of digital cameras**

6.1 There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work or geography or science fieldwork.

6.2 Images will be made only as appropriate for school-related activities.

6.3 Children will be taught how to take pictures, but we will discourage them from taking pictures of each other, and they will be supervised by an adult when they have access to a digital camera.

#### **7 Media publications**

7.1 Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. In this situation, where children's images might be made public, the school will inform parents and carers of the event in advance, and allow them to withdraw their child from the event if they so wish. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

#### **8 Monitoring**

8.1 This policy will be monitored by the governing body and revised as appropriate, and not less than two years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the headteacher.