



PUBLICITY AND PHOTOGRAPHING CHILDREN POLICY

NORTHBOURNE.NSP.006

Approval date: 24th September 2020

Review date: September 2021

Northbourne CE Primary School

Cockcroft Road,
Didcot
OX11 8LJ

Publicity and Photographing Children Policy

1. Rationale for this policy

The key concerns contained within this policy regarding the use of images (both photographic and video) of young people relate to:

- Data protection concerns (whether taking photographs or video of children in school by parents, staff or others could breach data protection regulations);
- Safeguarding concerns (the potential for inappropriate use or adaptation of images for use on child pornography websites, or the possible identification of children featured in photographs).

2. Underlying principles

We recognise that publicity and pictures of young people enjoying school is an essential part of school life. However, at the same time, we acknowledge our responsibility to address concerns which may fall into either of the two categories above. As such, the following principles guide our photographing and / or filming of children within school:

- Ensure parents have granted their consent for the taking and publication of photographic images. Parental permission to use photographs in different contexts is obtained upon the child's entry to the school. Parents are asked to specify whether their child's photograph can be used in, for example, newspaper photographs, internet images or other publicity. This information is filed and amended as appropriate, and all staff use this when preparing materials to use for publicity;
- All young people must be appropriately dressed for the activity taking place;
- Photography or recording should focus on the activity rather than a particular young person and personal details which might make a young person vulnerable, such as their exact address, should never be revealed. Full names of individual children are not used in any material which is posted on the school website;
- All concerns regarding inappropriate or intrusive photography should be reported in confidence to the Headteacher, who is the designated contact for child protection issues.

3. Data protection concerns

Parents and carers are not required to comply with the Data Protection Act 1998 when taking photographs of their children for their own private use. However, parents and carers are not permitted to take photographs or to make a video recording for anything other than their own personal use. They would not, for example, be able to sell videos of a school event. (Video recordings or photographs of school events can, however, be sold by the PTA without obtaining additional permissions, as it is assumed under the relevant legislation that these recordings are bought for personal use).

As such, at Northbourne we allow photographs and videos to be taken during events, following an announcement at the start of any such event that any images taken must be for private use only and, if they include others, must not be put onto the internet without the consent of all parents of children featured. Where it is anticipated that pictures may be featured in the press or media, we will consult parental permission lists before selecting children to be included. Where appropriate, parents will be informed that press will be attending an event before this takes place.

4. Safeguarding concerns

We appreciate that there are concerns about the risks posed directly and indirectly to young people through photographing or recording activities taking place in schools. Therefore, the following guidelines should be followed:

- All young people featured in recordings must be appropriately dressed with outer clothing garments covering their torso from at least the bottom of their neck to their thighs (i.e. a minimum of vest/shirt and shorts);
- The recording should ideally focus on the activity. Where possible, images of children/young people should be recorded in small groups (the group may comprise any combination of adults and children);
- Teachers should still be allowed to use video equipment as a legitimate learning aid and means of recording special occasions. However, care should be taken in the dissemination and storage of the material;
- Participants and parents should be informed that if they have concerns about inappropriate or intrusive photography/filming, these should be reported to the headteacher and recorded in the same manner as any other child protection concern;
- Staff should approach and challenge any person taking photographs who has not made his/herself known, or when it has been requested that video and photographs not be taken. They might need to refer it to the local police force if this person continues to record images without permission;
- Parents and spectators filming or photographing events should be prepared to identify themselves, if requested, and to state their purpose for filming or photographing.

5. Publishing images

- If a photograph/recording is used, personal details of young people such as email address, home address and telephone numbers are not revealed.
- Permission to use photographs is sought from parents (see above). Where a story focuses on an individual in some way, particular attention is paid to discussing this with parents and carers. Similarly, where it is anticipated that the image or recording will be widely used (specifically, at a national level), the purposes and context of this will be explained to parents to allow additional permission to be sought.