



# Newby and Scalby Primary School

( An Academy within Scalby Learning Trust )

## Academy Policy

# Taking, Storing and Using Images of Children Policy

Approver: Headteacher  
Review Cycle: Annual

Revision History			
Date	Version	Short Description of Changes	Approved by:
Apr 2019	V1.00	Policy Adopted	HT

The School will adhere to the Data Protection Principles and other legislative requirements set out in the Data Protection Act 2018, General Data Protection Regulation, and related information governance legislation.

At Newby and Scalby Primary School, we are an open and inclusive community that is very proud of all the achievements of all 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 weekly newsletter, 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 Newby and Scalby Primary School are invited to agree to the school using:

- anonymous photographs of their child

These may be published:

- in the prospectus
- on the web site
- displayed within the premises
- in newsletters sent to the school community.

For a copy of the consent form, please see our website or request a copy from the office.

#### **Use of Images: Displays etc.**

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

- Internal displays on notice boards or displays within the school premises,
- Marketing the school both digitally by web site and by prospectus.

#### **Use of Images: Internal Identification**

All pupils are photographed by an external photographer, a copy of this image is used for the purposes of internal identification, for instance when the child requires medication.

These passport-sized photographs are stored on the schools network with a random file name and on the schools database against the pupil's record. Only the Office Staff, Inclusion Team and SLT have access to these areas.

#### **Use of Images: Internal Identification**

A learning journal will be used to reflect your child's time in EYFS. It will include photographs of your child at work and play including them with other children at times, you will be asked for consent for this before the beginning of the reception year. These images are stored in a secure server with access limited to staff.

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## Images that we use in Displays and on our Website

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, "Football - 2016"). 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

Our images are securely stored either in locked filing cabinets, or in a password protected section of the school's database or network. They are reviewed annually and are deleted when no longer required, or when a pupil leaves Newby and Scalby Primary School. We have a procedure in place for regularly checking and updating our web site, when expired material is deleted. We follow Government guidance on e-safety.

## 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 ensure these children are not included in photos or photos of that team are not permitted.

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.

When taking photographs of the children at Newby and Scalby Primary, we ask parents not to publish those images or videos on the Internet e.g. on social networking sites.

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 or child protection/welfare issues may prevent us from permitting the filming or recording of some plays and concerts. We always print a reminder in the

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programme of events that are effected.

### **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 Behaviour inc Anti-bullying policy is available on the school website or upon request. 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 the pastoral staff.