

Images Policy

This policy will be reviewed three yearly by the pupil and personnel committee of the governing body.

Date of last review: Summer 2018

Date of next review: Summer 2021

Introduction

In this policy the word “images” is used to represent any images, including photographs, digital photographs, webcam film and video recordings

This policy applies to all staff, pupils, parents and carers and any other person expressly permitted by Carlton le Willows Academy (“the school”) to take or use photographs or images of individuals. No other person should be taking or using photographs of individuals on the school site, at school events, on school trips or in connection with any other school activity.

The policy should be read together with the following documents (“the linked documents”):

- Acceptable Use (Staff)
- Acceptable use (Pupils)
- Privacy Notices
- Mobile Phone
- Child Protection
- Anti-Bullying
- School consent form
- Trip consent form

The school takes and uses images of people connected with the school only as permitted by law. The school is entitled to take and use images for certain limited purposes such as safeguarding and identification. However, consent is generally required for capture and publication of images. At the school, we capture and publish images for the following uses and purposes:

- the school newsletters, such as Le Willows Life.
- for promotional purposes, such as on the school website.
- printed school materials, for example, the school prospectus.
- wider marketing materials, used by the school, such as advertising brochures.
- internal displays on corridors and in the classroom, such as our Gallery of Excellence
- social media, such as update groups used on school trips and sporting events
- the media, for example local newspapers

We need consent for these purposes and uses. The school will obtain this consent in writing from parents in the form of the general consent and trip consent forms. We will not use images for these purposes and uses unless we have this consent. We will observe any consents which we hold unless we receive contrary instructions from the pupil. In that event the school will act in accordance with the wishes of the pupil unless the school deems it not in the pupil’s best interests.

No images will be used which could be considered to put any pupil at increased risk.

Staff

Staff must:

1. Comply with the linked documents and be familiar with their contents.
2. Ensure that written consent has been obtained in the approved form before taking or using any images and/or names for the listed purposes and uses
3. Ensure that safeguarding considerations (including the particular risks of publication on the school website and elsewhere) are always taken into account in relation to any pupil images and/or names
4. Where appropriate, explain our policy regarding parents capturing and using images (see below) clearly to parents before difficult situations arise.
5. Supervise and maintain control over any photographing or recording that pupils do during on-site or off-site school activities.
6. Immediately contact the school's Designated Safeguarding Lead ("DSL") at where any capture or distribution of images and/or names of pupils raises a safeguarding concern
7. In any other case, first contact the Data Protection Officer ("DPO") at dpo@gnetacademies.co.uk for advice if they are in any doubt about whether an image and/or name may be taken or used or if they have any other concerns

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot.

Parents

Unless for personal use at events such as plays, recitals, concerts, sporting events, open days or other school events, parents are not permitted to capture or use images whilst on the school premises or in connection with school activities. We insist that parents do not publish images and/or names (e.g. on social networking sites) that include any children other than their own. We strongly advise parents against the publication of any images and/or names of their own children on the internet (e.g. on social media). Parents are expected to comply with the school's mobile phone policy.

We will request that parents remove any material if we deem it illegal, harmful or inappropriate in any way.

Pupils

Pupils must comply with:

- a. The Acceptable Use (Pupils) policy
- b. Mobile phone policy
- c. Anti – bullying policy
- d. Any instructions or directions given by staff in relation to images and/or names

when taking, using or storing images and/or names

Any other permitted person

If the school invites or permits an external person to capture or use images and/or names, including photographs, we will:

- provide a clear brief as to appropriate content, behaviour and equipment
- issue the person with identification which must be worn at all times
- let pupils and parents know that a photographer will be in attendance at an event
- not allow any unsupervised access to pupils or one-to-one sessions.

Monitoring - It is the responsibility of all academy staff to support and monitor this policy.