



Parents Information Use of cameras and images



***Northumberland
County Council***

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TRITLINGTON C OF E V A FIRST SCHOOL

The Mission Statement and Ethos of Tritlington C of E V A First School

Reflecting the Trust Deed, the school will preserve and develop its religious character in accordance with the principles of the Church of England and in partnership with the Church at parish and diocesan level. The school will aim to serve its community by providing an education of the highest quality within the context of Christian belief and practice. It encourages an understanding of the meaning and significance of faith and promotes Christian values through the experience it offers all pupils.

These values include love, caring, sharing, forgiveness, tolerance, perseverance and goodwill to all people.

We aim to ensure everyone reaches their full potential by providing an education that stretches the mind, strengthens the body, enriches the imagination, nourishes the spirit, encourages the will to do good and opens the heart to others.

Aims of School

1. To promote the development of basic skills within a broad and balanced curriculum.
2. To foster the growth and potential of the whole child within a positive Christian ethos where all children irrespective of gender, race, creed, social background and ability can develop to be the best people they can be.
3. To ensure children are equipped with the knowledge, skills and understanding that will enable them to take their place in a fast changing society.

Tritlington C of E Aided First School

Parent Information

The Use of Cameras and Images

Introduction

As digital cameras and mobile phones have become more advanced and easier to use, it is increasingly likely that children and their families will be using digital photography as part of their family life. It is therefore very important that as a school we consider the impact such technology may have.

Digital technology has increased the potential for cameras and images to be misused and inevitably there will be concerns about the risks to which children and young people may be exposed.

We are aware that the behaviours of individuals using the technology present the risk, not the technology.

Any parents/carers or staff members with particular concerns must always be able to withhold their consent for image use for what ever reason.

Most children who suffer abuse are abused by someone they know. We have taken the view, in consultation with the local police force, that the risk of a child being directly targeted for abuse through being identified by a stranger is small.

By taking reasonable steps to make certain that a photograph is appropriate and the full name and contact details are protected, then photography for our setting and other events by staff, families and the media should be allowed.

We are aware that the widespread use of mobile telephones as digital cameras would make banning them very difficult for settings to impose and police.

Generally photographs for school and family use and those that appear in the press are a source of pleasure and pride. They enhance self esteem for children and young people and their families and this practice should continue within safe practice guidelines.

The Designated Child Protection Coordinator (DCPC) for Safeguarding (Mrs H Hughes) is responsible for ensuring the acceptable, safe use and storage of all camera technology and images in school. This includes the management, implementation, monitoring and review of the setting's Image Policy. The DCPC can reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time. All members of staff must ensure that all images are available for scrutiny and be able to justify any images in their possession.

Rationale

The school have always used photographs as a way of celebrating achievements or seeking publicity for fundraising etc. Parents, families and the children themselves often derive great pleasure from seeing their loved ones in print or on a website.

We want to ensure that everyone can continue to enjoy these activities safely. However all members of the community need to be aware that placing any identifying information in the public domain has risks as well. Parents/carers specifically will need to understand these issues in order to give properly considered consent. It is also important that parents and school have the opportunity to fully consider the issues before any problems arise.

The DfE advise that photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians."

At Tritlington we follow the recommendation that written consent is obtained from parents/carers for any photographs or video recordings we take as a school.

Verbal consent will not be accepted under any circumstance. If it is not possible to obtain prior written parental consent, then images will not be taken involving the individual child or young person concerned.

The parent or carer has the right to refuse or withdraw their consent at any time. Partial or restricted consent can also be given where deemed necessary by the parent or carer.

Images of children who no longer attend the setting will not be used, unless specific consent has been obtained to cover this extended period. Generally consent to use images lapses when a child leaves the setting.

If two parents disagree over consent for their child to appear in photographs or in DVD recordings, then we as a school have to treat it as if consent has not been given.

Likewise, if the parents give their consent but the child does not, then it is safer to assume that consent has not been given.

Use of Photos/Videos by Parents/Carers

Under the Data Protection Act 1998 any photos taken for official school use may be covered by the Act and parents/carers and children should be advised why they are being taken. Any photos taken purely for personal use (e.g. by parents/carers at school events to put into a family album) are exempt from the Act.

Where parents are permitted to take photographs or DVD footage, we must make it clear from the start that any images taken must be for private use only.

Parents are not permitted to take photographs or to make a video recording for anything other than their own personal use.

As a school, the right to refuse parents and carers the opportunity to take photographs and make videos is reserved on health and safety grounds. This right could be implemented should it be deemed appropriate. For example, if an excessive use of flashlights and/or bulky and noisy equipment are to be considered a potential health and safety risk.

The taking of images of a child or young person in a one to one situation with an adult is to be avoided. It must be recognised that the context of such situations is likely to be perceived as sensitive and the use of cameras would be seen as intrusive and open to misinterpretation. It must be recognised that this may leave both the adult and child in a vulnerable position and is therefore not considered as acceptable practice.

Can parents take their photos/recordings at school events?

Parents/carers taking pictures or recordings of their own children for own personal use is lawful and will be allowed. The difficulty arises with events such as plays etc in that other children may also be filmed.

Parents also need to be aware that it is illegal to sell or distribute any such recording without proper permission.

When hosting an event where parents are permitted to take photographs or DVD footage; we will make it clear from the start that any images taken must be for private use only.

Tritlington staff will provide written guidance to parents beforehand and/or make an announcement at the start of the event to remind everyone of our policy.

Taking pictures or recordings of your own children for your own personal use is acceptable.

The difficulty arises with plays or other events in that other children may also be filmed. It is important that we are all aware that some members of the community (children or adults) may be vulnerable and must not have their image shared online as they could be put at risk from harm. You may not always know who these people and we need everyone's support to protect the whole community.

It's also important for us all to role model positive behaviour for children, so it might be a sensible idea to check first before posting any images online which contain other children than your own.

Parents/carers should note: It is not possible to copy images from the school website. We have deliberately secured the site to safeguard the children.

What should we all think about before posting any images or video online and are there any risks?

- Once posted and shared online any image or video can be copied and will stay online forever.
- Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.

Therefore in order to keep all members of the community safe we must all 'Think Before We Post' online.

At Tritlington we are happy for parents and carers to take photos and video of events for personal use but request that these images are not distributed or put online.

This is to protect all members of the community.

We thank you for your support.

Further Information on the Use of Images and video:

- Be Safe Online: <http://tiny.cc/49eiu>
- Information Commissioner's Office: <http://tinyurl.com/yc7nmnv>
- Think U Know: www.thinkuknow.co.uk/parents/safeuse
- Get Safe Online: www.getsafeonline.org