



ST. ANNE'S C.E.(VC) PRIMARY SCHOOL



USE OF DIGITAL IMAGES AND VIDEOS POLICY

'Making Learning a Life Long Friend'

Approved:	Summer 2019
Review Date:	Summer 2022

Aim

To safeguard children by promoting appropriate and acceptable use of digital equipment, images and photographs, including appropriate storage and printing procedures.

The development of digital imaging technologies has created significant benefits to learning, allowing staff and pupils instant use of images that they have recorded themselves or downloaded from the internet.

However, staff, parents and pupils need to be aware of the risks associated with publishing digital images on the internet. Such images may provide avenues for cyberbullying to take place. Digital images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. It is common for employers to carry out internet searches for information about potential and existing employees.

The school will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm.

Legislative Framework

Personal data will be recorded, processed, transferred and made available according to the Data Protection Act 1998 which states that personal data must be:

- Fairly and lawfully processed
- Processed for limited purposes
- Adequate, relevant and not excessive
- Accurate
- Kept no longer than is necessary
- Processed in accordance with the data subject's rights
- Secure
- Only transferred to others with adequate protection.

Procedures

- Consent forms must be completed and signed by parents (with parental responsibility) when they register their child with the setting and copies of the consent forms should be provided for the parents- see appendix 1
- Where group photographs of children are to be taken, written permission must be obtained from parents of all the children in the photograph.
- Staff and volunteers are allowed to take digital and video images to support educational aims, but must ensure parents have consented to the the sharing, distribution and publication of those images. Those images should only be taken on school equipment; the personal equipment of staff should not be used for such purposes.
- Care should be taken when taking digital and video images that pupils are appropriately dressed (eg not in swimming costumes) and are not participating in activities that might bring the individuals or the school into disrepute.
- Photographs published on the website, or elsewhere that includes pupils, will be selected carefully and will comply with good practice guidance on the use of such images.
- Students' full names will not be used anywhere on a website or in external documents, without specific consent from the parents.
- When using digital images and videos, staff will inform and educate pupils about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they will recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.
- Pupils must not take, use, share, publish or distribute images of others without their permission
- Photographs must be appropriately disposed of should they be no longer required. This could include giving the images to parents, deleting or shredding.
- Photographs will not be stored digitally for any longer than necessary and not on any personal devices or personal storage facilities.
- The purpose and context for any proposed images should always be considered to decide whether a photograph or video are the most appropriate method of recording the information.

Use of a Professional Photographer

- Only a reputable photographer who can provide evidence of authenticity will be used. Their photographic identity will be checked on arrival.
- They will be viewed as visitors therefore appropriate supervision will be in place at all times to ensure no unsupervised access to children. They will be supervised by a person who is in regulated activity.
- It will be checked that they comply with Data Protection requirements, to agree that images will only be used for the agreed specified purpose and not be disclosed to any third person.

Parents

- In accordance with guidance from the Information Commissioner's Office, parents are welcome to take videos and digital images of their children at school events for their own personal use (as such use is not covered by the Data Protection Act). To respect everyone's privacy and in some cases protection, these images should not be published / made publicly available on social networking sites, nor should parents comment on any activities involving other pupils in the digital / video images. An announcement will be made to all parents at school events, where appropriate.

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Digital Photo Frames

- If these are used to display slide shows of children, consent must be obtained from parents and carers.
- Images of children must be purposeful and show them in an appropriate context.
- Careful positioning of photo frames should be considered as they are often displayed in the most public areas of the childcare setting i.e. reception area.

Monitoring

- Security procedures will be monitored and reviewed regularly by the Designated Safeguarding Officer and Safeguarding Governors Sub Committee.