

Curry Rivel Church of England Primary School & Little Pips Nursery



'Healthy trees bearing good fruit' – Matthew 7 v 17

Digital and Video Images Policy

Reviewed by Governors: January 2024

The development of digital imaging technologies has created significant benefits to learning, allowing staff and learners instant use of images that they have recorded themselves or downloaded from the internet. However, staff, parents/carers and learners need to be aware of the risks associated with publishing digital images on the internet. Such images may provide avenues for online bullying 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:

- the school may use live-streaming or video-conferencing services in line with national and local safeguarding guidance / policies.
- when using digital images, staff will inform and educate learners about the risks associated with the taking, use, sharing, publication and distribution of images.
- staff/volunteers must be aware of those learners whose images must not be taken/published. Those images should only be taken on school devices. The personal devices of staff should not be used for such purposes
- parents/carers are advised not to take videos and digital images of their children at school events for their own personal use. If images are taken, to respect everyone's privacy and in some cases protection, these images should not be published/made publicly available on social networking sites, nor should parents/carers comment on any activities involving other *learners* in the digital/video images
- staff and volunteers are allowed to take digital/video images to support educational aims, but must follow school policies concerning the sharing, storage, distribution and publication of those images
- care should be taken when sharing digital/video images that learners are appropriately dressed
- learners must not take, use, share, publish or distribute images of others without their permission
- photographs published on the website, or elsewhere that include learners will be selected carefully and will comply with the Online Safety Policy
- learners' full names will not be used anywhere on a website or blog, particularly in association with photographs.
- written permission from parents or carers will be obtained before photographs of learners are taken for use in school or published on the school website/social media.
- parents/carers will be informed of the purposes for the use of images, how they will be stored and for how long – in line with the school data protection policy

- images will be securely stored in line with the school retention policy
- learners' work can only be published with the permission of the learner and parents/carers.

Appendix 1:

Consent for children to appear in photographs, video or sound recordings (and how they will be used)

We occasionally take photographs, videos or sound recordings of the children at our school. These images may be used in our school prospectus, in other printed publications that we produce, on our school website and Facebook page). We may also make videos or webcam recordings E.g. curriculum learning, curriculum monitoring and school plays.

All staff are aware of their responsibilities, and they will always take care with how the images and sound are collected and how they are stored.

It is important that we protect your child's interests, respect your wishes and comply with Data Protection law. Please read the Conditions of Use before answering the questions below and signing and dating this form. Please return the completed form (one for each child) to the school as soon as possible. We will not use a photo or video of your child without consent.

Please note that there are certain activities where we do not use consent as the basis for processing your child's data. These are described in our Privacy Notice on our website. We may also take photos of your child for celebrating learning on the school site (e.g. on display boards) identification purposes and for evidencing their educational development – such data will not be shared outside the school unless the law requires us to do so, or if you have given your specific consent. If you have any concerns about these photos being used within the school, please contact us.

Please note that **you can withdraw your consent at any time**. If you have any queries or wish to withdraw or review your consent, please contact the school.

Conditions of Use:

- This form is valid for your child's time at the school. Your consent will automatically expire after this time
- We will not usually retain other photographs of your child after they cease to be a pupil at this school. However, photographs on our website; in our school prospectus and other publications; or those that are part of our archive of learning activities, could continue exist for a period of time after the child has left the school
- The school will not re-use any photographs or recordings of your child that are incompatible with the original purposes explained to you

- We will retain a small sample of photographs such as annual class photos that represent an historical record for the school
- If we use photographs of individual pupils, we will not use the full names of the child in any accompanying text or caption without consent, nor will we include any of their personal data
- We may use group or class photographs or footage with very general labels e.g. 'a science lesson'
- We will only use photographs and videos of pupils who are suitably dressed
- Parents should note that websites can be viewed around the world and not just the United Kingdom (where UK law applies) and when copied from the website, images and information can no longer be controlled by the school

Description of the use of Photographs, Video or Sound	Please tick	
Printed copies <i>(Please note: printed publications are available to anyone)</i>		
The school can use your child's image in the hard-copy prospectus and other printed publications or posters we produce for promotional purposes	Yes	No
School Photographer <i>(Please note: our photographer will take an individual photo of your child so we have a clear photo for their school record. If you do not wish your child's photo to be taken, please contact the school)</i>		
Your child can be included in the official class photo taken by our photographer <i>(Please note: a proof copy of this may be sent home to all class parents)</i>	Yes	No
Website and online use <i>(Please note: websites can be viewed around the world, not just the United Kingdom where UK law applies, and if copied from the website, images and information can no longer be controlled by the school)</i>		
The school can use your child's image and first name for publicity in newspapers <i>(Please note: children will always be photographed in groups. Newspapers may publish the image on their own websites)</i>	Yes	No
The school can use your child's image and first name on the school website, including online publications and online promotional material	Yes	No
The school can use your child's image and first name in our newsletter, which will also be published on our website	Yes	No
The school can video your child as part of a school play, concert or event and publish the video online	Yes	No
The school can use your child's image on our school Facebook page <i>(Please note: children will always be photographed in groups. We will never name children on social media. We will not share posts/images to other Facebook groups or pages, but we cannot control other people sharing posts/images)</i>	Yes	No

Print your name:

Signed:

Relationship to child:

Date: