



1839 + Bures School

## **BURES CEVC PRIMARY SCHOOL**

### **Use of Digital Imaging and Recording**

## 1. Introduction

At Bures Primary School, children's photographs add colour, life and interest to materials and articles promoting school activities and initiatives. This can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

In order to respect pupils' and parents' rights of privacy and to safeguard pupils in accordance with our Safeguarding, E: Safety and Code of Conduct policies, photographs must be used in a responsible way. Bures Primary is committed to safeguarding and promoting the welfare of its pupils and staff and expects all staff and volunteers to share this commitment.

## 2. Data Protection Act

Under the terms of the Data Protection Act 1998, images of pupils (or staff) must not be displayed in a public place without consent. This includes publications such as the school prospectus, website, or areas in the school where visitors have access.

## 3. Aims

We aim to use digital imaging and recording at Bures Primary for:

- Assessment, planning and recording;
- Observation tools;
- Information for visitors and parents;
- Training purposes;
- Language extension;
- Teaching and learning resources;
- Engaging with the wider community.

## 4. Use of Photographs

Generally, staff take photographs of the children throughout the year to exemplify and support learning and teaching. In addition, we use photographs for:

Photographs	Purpose
Displays of children's work and working	A record of ideas and topic references for future use
Examples of child's play	As part of an individual child's profile given to parents at the end of the year
Classroom areas	To show the range of activities
School Policies	To explain the work of the school to parents and visitors
Special events	As a record of the school year for children and parents to look at
General classroom displays	Used to support the classroom learning environment
School Website	To display events that are taking place

### 4.1 Use of Digital Technology

Digital technology may also be used from time to time for the reasons stated above.

## 5. Points to Consider

At Bures Primary, we are aware of the need for sensitivity when taking photographs/videos and observe the following:

- The child does not object to having his/her photograph taken;

- Parental consent has been sought;
- Photographs are used to highlight success (eg a piece of work that the child has worked hard on or is pleased with, children playing co-operatively together...);
- We are inclusive so that gender, race, Special Educational Needs and differing abilities are reflected in a balanced way;
- There may be cultural issues of which we need to be aware when taking photographs of children from different ethnic minority groups.

## **6. Images for School Publications**

- 6.1 At Bures Primary, we only take photographs that are appropriate and are not considered to be open to misuse.
- 6.2 If a photograph of a child is used, the child's name will not be published. If a name is published, no photograph will be used.
- 6.3 Children will always be made aware of why their photograph is being taken and how it will be used.
- 6.4 When a photograph is used it will be kept securely and held by the school and will be securely stored or destroyed after use.

## **7. Use of Digital Filming**

- 7.1 At Bures Primary, we allow parents, friends and family members to take images of their child participating in school activities for family and personal use.
- 7.2 Parents are not permitted to take photographs or to make video recordings for anything other than their personal use as a recording other than for private use would require the consent of all the other parents whose children are included in the images and this would breach the Data Protection Act 1998.
- 7.3 Parents are reminded at the beginning of all school events that images can only be recorded for personal use. Parents are also asked to sign a form to agree that they will not use the images taken for anything other than personal use and that they will not be posted on **any** social media.

## **8. Images for the School Website**

Appropriate images are used on the school's website. Images are shown without the names of the children and only with parental permission.

## **9. Newspapers**

- 9.1 Parental consent is always sought when using images in the newspaper.
- 9.2 Pupils must not be approached or photographed whilst at school or attending an off-site activity without the permission of a member of staff.

## **10. Camera Phones**

- 10.1 Camera phones may be used by parents under conditions outlined in 7 above.
- 10.2 Pupils are not permitted to have mobile phones in school. If a pupil is found with a phone it will be secured in the school office for collection by an appropriate adult.
- 10.3 Staff must use designated school equipment which will be used for school purposes only.

## **11. Parental Consent**

- 11.1 On admission of a pupil to the school, parents/carers will be asked to sign a photography consent form which makes clear the school's policy, especially:

- i) How and where photographs will be used;
- ii) The period of consent;
- iii) The storage and deletion of photographs.

We will contact parents/carers annually with the option to change their preferences.

**12. Complaints Procedures**

Parents should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

**13. Review**

This policy will be reviewed by the Governing Body annually in line with the child protection policy, in view of the continual advances in technology and in response to significant views expressed by parents, staff and pupils (if appropriate).

**14. Archiving**

After a child has left school photos will be archived.

## Appendix A

### **“Use your camera and video courteously” Code – A Guide for Parents who wish to use Photography and/or video at a School Event**

Generally, photographs and videos for school and family use are a source of innocent pleasure and pride which enhance self-esteem for children and their families. By following some simple guidelines, and in accordance with our Safeguarding, E: Safety and Behaviour policies, we can do so safely and with regard to the law.

- Remember that parents and carers attend school events at the invitation of the headteacher and governors.
- The head and governors have the responsibility to decide if photography and videoing of school performances is permitted. They have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted.
- Parents can use photographs and videos taken at our school event for their own personal use only. Such photos and videos cannot be sold and must not be put on the Internet due to existing Data Protection legislation which, in such circumstance, is likely to be contravened.
- Parents must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity. Restrictions on photography also apply to video and camera mobile phones.
- We ask you to turn off mobile and camera phones during performances to prevent disruption.
- If you are accompanied by people that school staff do not recognise, they may need to check out who they are if they are using a camera or video recorder.

Thank you for your co-operation.

Please sign below to agree that you accept responsibility for the images that you may take.

Signed .....

Date .....



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### Consent Form for Photographs

Name of Child ..... Date of Birth ..... Year Group .....

Bures CEVC Primary School and Nursery would like to take photographs and/or video recordings of pupils whilst they attend the school to celebrate their achievements and successes. Still or moving images may be published in our printed publications (eg School prospectus, newsletters) and/or on our external website. They may also be used to promote the good educational practice of the school to other teachers, eg at training events organised by the Local Authority or national education/government institutions. Children's names will never be published alongside their photograph externally to the school. Names may be used internally, for example on a display.

Photographs/videos may also be published *for internal use only*, as part of children's regular classroom work, eg on classroom displays, within multimedia projects (eg Powerpoint), on the school's internal network and to share educational achievements with parents, eg video presentation of a school trip. Electronic images, whether photographs or videos, will be stored securely on the school's network which is accessible only by authorised users. Before using any photographs/videos of your child we need your permission. Please answer questions 1 to 5 below, then sign and date the form where indicated.

**Please return the completed form to the school office as soon as possible. If the form is not returned within 7 days, the school will assume that you agree to the statements below.**

*Please circle*

1. May we use your child's photograph in printed publications produced by Bures CEVC Primary School and Nursery or Suffolk County Council?  
**Yes/No**
  
2. May we use your child's photograph on our internet website:
  - a) as part of a large group or whole school activity?  
**Yes/No**
  - b) showing an individual activity (eg holding a winner's trophy)?  
**Yes/No**

*Please note that the above is a very important way of promoting the activities of the school and celebrating in the many wonderful achievements of our children and the school would greatly appreciate 100% support for this.*

3. May we allow your child's photograph (eg as part of a school team or record of a school event) to be used for publication in a newspaper?  
**Yes/No**

*Please note that the use of photographs in newspapers is subject to strict guidelines and parents should not have particular concerns about their use.*

4. May we use any photograph or video of your child internally as part of the regular curriculum and work of the school?  
**Yes/No**
  
5. May we use any video containing your child to share good educational practice with teachers from other schools?  
**Yes/No**

This form is valid from the date of signing until your child leaves the school. Photographs and videos may be securely archived after your child has left the school but will not be re-used or re-published externally without renewed consent. Archiving provides a valuable record of the school's history for future generations.

We recognise that parents, carers and family members will wish to record events such as school plays, sports days etc to celebrate their child's achievements. Bures Primary is happy to allow this on the understanding that such images/recordings are used for purely personal family use and **not** posted on social media.

A full copy of the school's policy on the safe use of children's photographs may be obtained upon request from the school office.

Signed .....

Date .....