



Willow Wood Community Primary School

Digital Images Policy

How and why Photos/Videos are used in School

The use of digital photographs/video images plays an important part in our learning activities. Pupils and members of staff may use digital devices to record evidence of school activities. These images may then be used in presentations in subsequent lessons, used on displays around the school or stored in evidence portfolios for assessment. Images may also be used to celebrate success, through their publication in newsletters, on the school website/blogs or on our social media accounts. Where possible, we will protect photographs on our website by disabling the right-click / copy & paste functions.

On occasions, images and videos of pupils may also be shared with trusted third parties for teacher training, sharing good practice or educational publications. At the start of the year, all parents and carers will be asked to complete a permission document re the use of their child's / children's images as part of the parent pack. However, in special instances, before sharing images outside of Willow Wood Community Primary School, we will notify parents and will require written or verbal consent.

- When using digital images, staff should inform and educate pupils about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites. (See online safety curriculum)
- Photographic images of individuals and small groups can be defined as personal data and therefore fall within the scope of the Data Protection Act (DPA). Where an individual is the focus of an image the image is likely to be personal data. Examples include:

-photographs of individuals that are stored with personal details, for example, for identity passes.

-photographs of staff or students published on notice boards along with some biographical details.

-individual images published in a newsletter or on social networking sites.



- Where individuals are incidentally included in an image or are not the focus, the image is unlikely to contain personal data. Examples include:
 - where people are incidentally included in an image or are not the focus, for example at a busy open day, the image is unlikely to contain personal data. However, all steps will be taken to ensure that only children and persons who have permission to be in digital images, will be identified.
- In accordance with guidance from the Information Commissioner's Office, parents / carers are welcome to take videos and digital images of their OWN 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 / carers comment on any activities involving other students / pupils in the digital / video images.
- At school events, the Headteacher/Deputy Headteacher will emphasise that photographs/video footage should only be taken of parents' own child(ren).
- Where children are classes as protected e.g. in the case of child protection, adoption, witness protection etc parents and carers at events will be advised that no video or photography is allowed and in such instances, staff will provide them with photographs of their own children in costume / participating at the event.
- Staff and volunteers are allowed to take digital photographs / video images to support educational aims, but must follow school policies concerning the sharing, distribution and publication of those images. Those images should only be taken on school equipment. Staff should avoid using their own personal devices for such purposes. Where images are for an external agency, a release form should be completed by the parents/carers of any pupils who appear in the image/video.
- Care should be taken when taking digital / video images that pupils are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Pupils must not take, use, share, publish or distribute images of others without their permission
- Photographs published on the website, or elsewhere that include pupils will be selected carefully and will comply with good-practice guidance on the use of such images.
- Pupils' full names should not be used anywhere on a website or blog, particularly in association with photographs.
- Parents may indicate to the school that they do not wish for their child not to be photographed or images of their child not to be published via the annual consent forms. If circumstances change in year, parents / carers MUST inform the school of this so that steps can be taken to protect the child or allow images to be shared.



- Parents / pupils may use the 'contact us' section on the school website to request that any images of them/their children are taken down. This will be completed as soon as is possible.

Photographs/Videos taken at school events

Photographs and video footage are often taken at school events. School concerts may be filmed and distributed to parents via social media / email. In accordance with guidance from the Information Commissioner's Office, parents / carers 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 / carers comment on any activities involving other pupils in the images/videos.

As stated above, there may be instances where videos and photographs can not be taken. In these instances, parents will be informed by the headteacher at the start of the event that photographs and images are not allowed to be taken. Staff will then do all they can to provide images and video of individual children to parents if at all possible. However, this may not be possible.

How Images are stored (*also see 'More Information' section below*)

Digital Photographs/Video files are stored on our server within our secure network or on password-protected devices. At times, it may be necessary to store images on third party servers to share them between our devices or to publish them to our website. Any images / video files stored on a third party server will be password protected, unless embedded into our website.

What to do if you would like a photograph/video removed from our website/social media feed

If a photo/video has been electronically published and you/your child would like the photo/video removed, contact the school office or simply go to our website to contact us.

The school will comply with the Data Protection Act and will not take, use or publish images of pupils if their parents / carers express their wish for their child not to be photographed. We will also ensure that when images are published, pupils' full names are not published alongside the photograph. (*This may not be the case if children's photographs are published in the newspaper however separate consent in these instances will be requested*).



What to do if you do not want photographs and videos of your child published

All parents/carers have the right to request that their child is not included in photographs and video footage taken by Willow Wood Community Primary School. A copy of our images policy (this policy) is available on our school website and upon request from the school office. If parents/carers do not wish to give their consent for their child's photograph to be used in any of the ways outlined in this policy, they must complete an 'Image Permission Form' at the school office immediately to express this. If no such letter is completed as part of the annual parent pack, it will be assumed that parents/carers give their permission Willow Wood Community Primary School, to take and use photographs/video footage of their child, in accordance with this policy. The office manager will inform all staff of the children who should not be photographed/videoed.

More Information on How Images/Videos are used

Displays

There are a number of display boards in the classrooms and corridors of Willow Wood Community Primary School, which are used to engage and stimulate pupils as well as celebrating their achievements. At times, teachers may include photographs of pupils, either individually or as a group, on a display board. When the display is taken down, photographs will either be given to the pupil(s) who appear in them, destroyed, or kept.

Screens around the School

There are television screens in the entrance of the school and in the school hall. We use these screens to display photographs or video clips of pupils' work or activities we've been involved with. Screens are switched off each night and the laptop containing the presentation is password protected.

Evidence/Portfolios

It is a requirement for all schools to keep evidence of work/activities. Evidence will sometimes take the form of photographs and video clips. These may be stored in portfolio books, teacher evidence files, in the school's prospectus or on a secure network. The portfolios/evidence files may then be shown to visitors of the school, such as; inspectors, other teachers, advisory teachers, prospective pupils and their



families. When portfolios are finished with, photographs will either be given to the pupil(s) who appear in them or will be destroyed.

School Photographs

The school recruits a trusted photography company who take photographs of the children (twice per year). Parents will be informed of the cost of these, and there is no obligation to purchase. A sample photograph of each child is sent out to parents before they decide to purchase a print. Copies of all the photographs are also sent to the school electronically and added to individual records on our secure database, which is only accessible by school admin staff.

Website

Our website has a number of uses, such as informing and updating parents/pupils/the public of our latest news, promoting the school and showcasing our achievements. We may wish to use photographs which we've taken during school events/activities on our website to show others what we get up to at school. Where photographs of pupils are displayed on our website, we will never write the child's full name next to the picture. We have also disabled the 'copy & paste' feature on our website, so others cannot easily copy and paste pictures from our site. We also often upload photo galleries / Pic-collages from various events, for children and parents to browse through.

Social Media

We use social media platforms to keep parents up-to-date with events and news from the school. Our posts will often include images of pupils (*adhering to guidance set out above*). Social media platforms we currently use are: *Facebook and Twitter*.

Please also see our ['Privacy Notice'](#) for parents and children on our website more information.