



Policy
On
Use of Photographic
and Video Images
June 2020
Character & Excellence



1. Title: Policy on the Use of Photographic and Video Images

2. Introduction

The world today as we all know is moved by advanced technology. Although the advantages of the technology outweigh its disadvantages, the disadvantages cannot be over-emphasized.

There are many occasions where it is good to make use of photographs and video images that include children. However, it is also imperative that as a school, we do all we can to ensure that images are used properly, and the children are kept safe and secure, whether at school or elsewhere.

This policy has been designed therefore, to guide both staff and children in the use of photographs and video images and to establish the right balance between the proper use of technology and the safety of our children at all times.

3. Purpose

The purpose of this policy is to strike a balance between use of technology and safety of Silver Crest School children and to guide the staff and children in the use of photographs and video images

4. Aims and objectives

The following are the aims and objectives of this policy:

- to ensure that the achievements and activities of children in our school can be celebrated through photographs and visual records without in any way compromising their safety;
- to create awareness among members of staff on how and when to use children's images and video when celebrating their effort or success;
- to make the parents and care-providers fully understand the school's take on the use of photo and video images, mobile phones and internet both by the teachers and pupils.

5. Scope

This policy applies to all the children, parents and staff of Silver Crest School.

6. Key Measures

6.1 Parental Permission

- All parents and care-providers will be required to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school.



- This form will be given to the parents or guardians of all children joining the school in each successive year. This consent will be assumed to roll forward from one year to the next, as long as the children remain on the school roll.
- It allows the school to take pictures of pupils engaged in educational and other activities such as sports events, drama productions, field trips, dance competition, musical concerts, end of year party family funfair etc., and to use these pictures internally. Where parents or care-providers do not give their consent, then the children concerned will not have pictures taken of them.
- All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. Children will not be photographed in swimming costume or in revealing cloths. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

6.2 The Internet

- Only appropriate images will be used on the school website, and children will not be identified by their name or address on the school website.
- The web administrator will ensure a strict adherence to this part of the policy as he/she will be held responsible if this is violated.
- Also, the web administrator will seek authorization from the management through his/her line manager before any image or video can be displayed on the school website.

6.3 Mobile phones

- Children are not allowed to bring mobile phones into school. Only adults may bring mobile phones into the school premises, but must not use them to take photographs of children.

6.4 Use of digital cameras

- There are many ways in which the use of digital images is valuable for children's learning. They can be used to record children's work during arts and crafts, home economics practical, geography or science fieldwork.
- Teachers will take images only as appropriate for school-related activities. As soon as images have been used for their intended purpose, they will be deleted. The school will not store digital images any longer than for their use in supporting pupils' learning during a particular piece of work.
- No member of staff will keep photographs or videos of pupils on personal cameras or home computers.

6.5 Media Publications

- When local or national media visit the school to follow up a news story that has to do with a notable achievement by a child or a group of children from the school, and where children's images might be made public, the school will inform parents of the event in advance, and allow them give their consent or withdraw if they so wish.
- If parents withhold consent for a child's name and image to appear in a caption, then the school will not permit the name of the child to be published.
- The school will only provide the media with the names and images of children whose parents have consented to such request.



7. Roles and Responsibilities

The Head of Administration and Head of School to ensure implementation.

8. Monitoring and review

This policy will be monitored by the Head of Administration.

This policy will be due for review in June 2023 or sooner if necessary by the school's Management.

