



## Squirrel Hayes First School

|   |                |                |                |          |          |          |        |        |        |
|---|----------------|----------------|----------------|----------|----------|----------|--------|--------|--------|
| Policy Reviewed on                      | Nov 2016       | Nov 2017       | Oct 2018       | Oct 2019 | Nov 2020 | Nov 2021 | Nov 22 | Nov 23 | Nov 24 |
| Policy Owner Signature                  | Erica Pickford | Erica Pickford | Erica Pickford | EJP      | EJP      | EJP      | EJP    | EJP    | EJP    |
| Policy adopted by the Governing Body on | Nov 2016       | Jan 2018       | 06.12.2018     |          |          |          |        |        |        |
| Chair of Goves/Committee Signature      |                |                |                |          |          |          |        |        |        |
| Policy Reviewed Date                    | November 2017  | November 2018  | October 2019   | Oct 2020 | Nov 2021 | Nov 22   | Nov 23 | Nov 24 | Nov 25 |
| Version                                 | 09             | 10             | 11             | 12       | 13       | 14       | 15     | 16     | 17     |

# IMAGE & PHOTOGRAPHY POLICY

This school is committed to safeguarding and promoting the welfare of children and young people/vulnerable adults and expects all staff and volunteers to share this commitment.

## **Squirrel Hayes First School: Image & Photography Policy**

This policy reflects the school's commitment to safeguarding and promoting the welfare of its learning community.

### **Notes**

*Wherever photographs are mentioned in this policy, this should be read to include still, video and electronic images.*

### **Statement of Intent**

As a school, we are committed to providing a caring, friendly and safe environment where both staff and pupils, can learn and achieve in a relaxed and secure atmosphere. Squirrel Hayes First School recognises its legal duty under s175 Education Act 2002 and the 1989 Children Act and takes seriously its responsibilities to protect and safeguard the interests of all children and members of its learning community and to comply with the Data Protection Act 1998.

The school recognises that effective child protection work requires sound procedures which are clearly documented within this policy. These are in keeping with relevant national procedures and reflect what the directorate considers to be safe and professional practice within the context of the use of images and photography in schools.

The revised EYFS Safeguarding and Welfare Requirements require our setting to have a clear policy and procedure that covers the use of images and cameras within the school. This policy is based on Staffordshire LA guidance and good practice guidelines.

Staff's own Mobile phones are kept in locked cupboards in the classrooms for emergency access as part of the schools 'lockdown and safety procedures'.

### **Aim**

The aim of the school is to ensure that the following safeguarding policy and procedures are implemented prior to the taking of any photographs and/or video images, whether for use by the school, parents/carers or the media. This applies to all occasions, whether or not the children are to be identified individually.

### **Objectives of this policy**

- All governors, teaching and non-teaching staff, learners and parents/carers should have an understanding of what constitutes safe practice when taking and using images and photographs within school.
- All governors, teaching and non-teaching staff, learners and parents/carers have an understanding of the procedures and practice for the use of images and photography for:-
  - \* Official school use
  - \* The media
  - \* County Council use

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\* Personal Use by Parents/Carers

### **The Role of the School**

The school will issue 'Permission/Consent Forms' to all parents/carers for completion by a parent/carer who holds parental responsibility at the beginning of each academic year (see Appendix A)

Information collected will then be used to collate a 'Permission/Consent register' to be consulted before any photographic images are to be taken and used. Where the school has no record of receiving such a completed form back, the school will seek to contact the parental/carer to obtain consent if the school is considering using their child's image. If the parent/carer cannot be contacted then the school will assume that no permission has been given.

### **The Role of School Staff**

- Teachers and staff must use their own professional judgement and knowledge of safeguarding procedures and policy when deciding whether it is appropriate to allow images of children into the public domain.
- Before taking or using any image or photography, staff must consult the 'Parental Consent Register' to ascertain whether permission has been granted for each individual involved.

*Register is compiled from permission/consent forms and can be located in the following places:*

- \* School Office
- \* Security Information File in Classroom

- In the case where no permission/consent form has been received by the school, parental/carer consent should be obtained each time the school is considering using their child's image.  
*Photography and Video Consent forms can be obtained from the school office.(Appendix A)*
- **At no point or under any circumstances should an image or photograph be used of a child without obtaining the consent of their legal guardians/parent with parental responsibility.**

### **The Role of Parents/Carers**

- Parents/carers are required to complete a 'Permission/Consent Form' at the beginning of each academic year to inform the school as to whether permission is granted for their child to be photographed or their images used for the following use:
  - \*Official school use
  - \*The media
  - \*Use by the County Council
  - \*Photographs taken by other parents
- Parents/carers are also required to consent to images or photographs being retained for further use in the future.

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- If no permission/consent from is received by the school at the beginning of the year, consent will be sought from a parents/carer before each use of an image or photograph is required.
- If no permission/consent is given for the use of images or photographs under any category then the school will ensure that this request is met.
- **It is the responsibility of the parent/carer to inform the school if any changes are to be made to permissions or consent after completion of a permission/consent form at the beginning of each academic year.**  
*This information will be used to update the 'Permission/Consent Register for use by the school staff'*

#### **When will images or photographs be used:**

The school may wish to use images of children in the following situations. (please note that this is not an exhaustive list)

- **Newspapers and magazines**
  - Sports days
  - Special Achievement Awards
  - Launch of a special project
  - Opening of new facilities
  - School concerts or plays
  - Special achievements
  - Visits or Visitors to school
- **Television**
  - Local news stories
  - National news stories
- **School Prospectus**
- **School Websites**
- **School Facebook Account**
- **School Twitter Account**
- **Recording Learner achievements**
  - Displays around school
  - In school books
  - Part of learners' assessment records (Early Years Profile)

#### **Photographs for Official School Use**

When using photographs for official school use the following procedures will be followed:

- Parents/carers are asked at the start of each academic year to complete a 'Permission/Consent Form' which details what reasons the school may wish to use a child's image as part of their official use.
- Where the school has no record of receiving such a form, parental consent should be obtained each time the school is considering using a child's image.  
*A copy of this form is included with this policy*

#### **The Media**

**This school is committed to safeguarding and promoting the welfare of children and young people/vulnerable adults and expects all staff and volunteers to share this commitment.**

Press coverage is an important means of publicity for a school, and is generally welcomed by parents/carers and the school. However, in the event of any press coverage of a school event the same recommendations/procedures apply for photographs used in press coverage as to those for official school use. Before any images are taken of learners:

- Parents/carers are asked at the start of each academic year to complete a standard 'Permission/Consent Form'
- Where the school has no record of receiving such a form, parental consent should be obtained each time the school is considering using a child's image.
- Parents/carers will be asked if they are happy for their child to be named with a picture that is going into the paper/press.
- Parents/carers are to confirm if they are happy for the media to use both first and last names to accompany images, as this is not the school's own policy but often something which is requested by the local media.  
*A copy of this form is included with this policy*

### **Websites**

Particular care must be taken by teachers, parents and pupils when considering putting information on school websites. The following must be followed:

- Articles should be screened to ensure that children cannot be identified individually. *This includes ensuring that they cannot be identified from the file name or any electronic image files that are placed on the website.*
- *All staff are required to sign the LA's social networking code of conduct.*
- *Articles or images for Twitter should only be used with permission of parents/carers.*
- **Parents who are considering setting up a private/family website or social media site with details relating to the school should first seek permission from the Headteacher and Governing Body, if they intend to use images of the school's children.**

### **County Council use of images taken in school**

The County Council frequently has need of images of school aged children and may contact schools to arrange to take photographs on the school premises. These may be used for the following:

- Illustrate achievements – e.g. SAT's
- Highlight Policy development
- Make key dates known
- Images on posters, leaflets or magazines
- Issuing to local and national newspapers with press statements
- Websites

The County Council undertakes not to use images of children taken in school for named services and issues, including child protection, fostering and adoption or youth offending.

### **Photographs taken by Parents/Carers for personal use**

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There will be events in school when parents/carers may wish to take photographs for their own personal use. At Squirrel Hayes First School we take safeguarding very seriously and as such the following policy procedures are in place.

At Squirrel Hayes we are happy for parents and carers to take photos and video activities **at agreed times** but **request that these images are not distributed or put online**. This is to protect all members of our community.

**For the following reasons there will be some activities that parents and carers will not be permitted to take photographs or videos:-**

- Some children are at risk and MUST NOT have their image put online. Not all members of the community will know who they are.
- Some people do not want their images online for personal or religious reasons.
- Some children may have complex family backgrounds which means that sharing their image online can have unforeseen consequences.  
(Appendix B – letter re: photography at key school events)

**During Events**

- Mobile Phones are not allowed in learning areas and must be switched off on entering the school building when attending an event in the school hall.
- Photographs will be allowed at an agreed time during events, enabling school staff to ensure that any children who are not allowed to have their photograph taken have been removed. Parents will be reminded that photographs may be taken on the basis they are for private retention and not publication in any manner, including on personal websites.(this also includes all Social Networking Sites)
- The school will identify designated areas where cameras may be used and make it clear that these are the only areas where photographs may be taken.
- At key school events, parents will be asked to sign a register confirming that any images they may take will be for personal use only. *Photography Confirmation Slip/Visitors Register (Appendix C)*
- If necessary the school will make official videos or photographs available for parents to purchase.

Will full names of children be used?

- If a photograph is used by the school the child will not be directly named and linked to the image used.
- If pupils are directly named then the use of their photograph will be avoided.

**Storage and handling of photographs**

Photographs will only be taken by authorised school staff for agreed school purposes using either the schools designated cameras or i-Pods. No photographs will be saved

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on these devices. All photographs taken for school records and learning, will be saved in a secure electronic format accessed only by designated school staff.

Each learning area has access to their own camera, tablet or i-Pod and is responsible for ensuring that when not in use by a designated member of school staff it is locked in the secure cupboard. If a camera, tablet or i-Pod is removed from the classroom for an event or education visit it is to be signed out and signed back in within the 'Security Information File' for the class.

### **EYFS – Developmental Profiles and Learning across the school**

Photographs taken for the purpose of recording a learner or a group of learners participating in activities or celebrating achievement is an effective form of recording their progression in the Early Years Foundation Stage and other year groups in the school. However, it is essential that photographs are taken and stored appropriately to safeguard the learners in our care.

Only the designated school camera, tablet or i-Pod is to be used to take such photographs as referred to above. Under no circumstances must a camera of any kind be taken into the toilets. Any images taken must be deemed suitable without putting the learner in any compromising positions that could cause embarrassment or distress.

All practitioners are responsible for the location and storage of the camera/i-Pod and tablets in the secure cupboard. Any images taken on these devices must be downloaded to the school's secure storage drive in the agreed 'code named folder' as soon as possible (at the end of each school day at the very least). Images will then be deleted from the device. The member of staff completing the download is to sign the daily checklist to acknowledge that this procedure has been undertaken.

### **General rules on using photographs of learners**

- Parental consent must be obtained prior to any photography.
- Full names of individual learners will not be given in conjunction with their image without parental consent.
- We will primarily use photographs of learners as part of a group if placed on the school website, with no names given.
- No personal details will be revealed in an image e.g. a learner's name, address, and age or contact details.
- Only images of learners in suitable dress will be used – no swimwear or photographs of learners whilst getting changed e.g. for P.E
- We will ensure images are stored securely, especially where electronic, and used only by those authorised to do so. File names given to electronic images of learners will not identify the learner.
- We will not re-use any photographs or recordings after your child leaves the school without consent.

*(Appendix D – School leavers consent for use of image after leaving)*

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### External Photographers

We will ensure that any external photographers invited into school are clearly briefed on what is considered appropriate in terms of content and behaviour e.g. there will be no unsupervised access to learners or one-to-one photo sessions. Identification will be worn at all times. Newspaper photographers may only take photos of learners with permission from the school. If asked the school will provide names and ages of learners providing parental consent has been given.

### Responsibilities

Governors are responsible for review of Local Authority guidance and advice to ensure the policy remains appropriate.

The Headteacher is responsible for ensuring the images are used as set out in this policy with appropriate consent from parents.

Parents/Carers are responsible for ensuring that images are used responsibly and not distributed or put on-line (placed on the internet) or are not published in the press without the school's permission.

**NB: The school does not accept any liability for parents who do not adhere to such requests.**

### Monitoring

It is the responsibility of our governing body to monitor the effectiveness of this policy taking into account advice and guidelines provided by local or national government.

## DOCUMENT CHANGE LOG

| Version No. | Date of review | Reviewer    | Changes Made  |
|-------------|----------------|-------------|---|
| 01          | Sept 2009      | Erica Smith | Policy re-written following updated guidance from the LA  |
| 02          | Sept 2010      | Erica Smith | Reviewed reinforcement of parents signing visitors register at school events which includes photo/image statement.  |
| 03          | Dec 2010       | Erica smith | Includes update on photos used for newspaper coverage   |
| 04          | Sept 2011      | Erica Smith | Includes update on social networking sites & new permission form  |
| 05          | Nov 2012       | Erica Smith | Included new policy on removal of mobile phones from learning areas and the switching off of phones when entering the school building for visitors.<br>Updates consent form |

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**SQUIRREL HAYES FIRST SCHOOL: Image & Photography Policy November 2024**  
**UNCLASSIFIED**

| <b>Version No.</b> | <b>Date of review</b> | <b>Reviewer</b> | <b>Changes Made</b>  |
|--------------------|-----------------------|-----------------|--|
| 06                 | Sept 2013             | Erica Smith     | Includes new updated permission/consent form and devices used for photography and storage systems.   |
| 07                 | Sept 2014             | Erica Smith     | Reviewed   |
| 08                 | Nov 2015              | Erica Smith     | Included new procedures for obtaining consent for using images once a child has left the school. Included new communication to parents re: their responsibilities when taking photographs. |
| 09                 | Nov 2016              | Erica Pickford  | Reviewed   |
| 10                 | Nov 2017              | Erica Pickford  | Reviewed and added in if parents cannot be contacted to obtain consent that it will be assumed that no consent is given.   |
| 11                 | October 2018          | Erica Pickford  | Updated new permissions form in line with GDPR added in Video consent form and removed promotional form as this is now included in the permissions form.                                   |
| 12                 | Dec 2019              | Erica Pickford  | Reviewed and included Schools Twitter  Account   |
| 13                 | Nov 2020              | Erica Pickford  | Reviewed - clarified articles on Twitter   |
| 14                 | Nov 2021              | Erica Pickford  | Reviewed   |
| 15                 | Nov 2022              | EJP             | Reviewed   |
| 16                 | Nov 2023              | Erica Pickford  | Reviewed   |

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**Squirrel Hayes First School:  
Photography and Video Consent Form**

Name of Pupil: \_\_\_\_\_ Class: \_\_\_\_\_

Name of Parent/Guardian with PR: \_\_\_\_\_

*(PR means Parental Responsibility)*

The school confirms that it shall only use photographic images of your child in line with its Image & Photography Policy. *(Photographic images includes still, video & electronic images)*

*Please tick the relevant boxes and sign below in all instances where you give your consent for photographic images of your child being used. In some instances your child may also be named alongside their photograph.*

|  | I agree to my child's image being used: (please tick) |
|--|---|
| In school materials aimed at the school community such as newsletters, prospectus, project display boards or other printed publications we produce for promotional purposes, including fundraising |   |
| On the school website, Learning Platform or School reception area  |   |
| Schools Twitter (now X) Account celebrating learning or school events  |   |
| Schools Facebook account celebrating learning or school events   |   |
| Images being recorded on videos or webcams   |   |
| In Staffordshire County Council materials - this may include printed materials and filming   |   |
| On the Staffordshire County Council web site   |   |
| In media coverage of the school such as newspapers, media websites, moving images on television and voice recordings on the radio  |   |
| On school displays of learning activities and events in school   |   |
| In photographs taken by parents and carers at school events such as concerts   |   |
| In photographs that will be used as evidence in learner's assessment records, early years profiles/learning journeys e.g. wall displays  |   |
| The use of group photographs, which include your child, that can be used as evidence in other learner's books or assessment records/profiles.  |   |
| Use in promotional material, school website content or photographic displays (including after they leave   |   |

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|  |  |
|--|--|
| Squirrel Hayes First School)   |  |
| I agree that, if selected, my son/daughter's learning activities maybe published on the school Website.      |  |
| In photographs taken by photographers that come into school e.g. Academy Photography                         |  |
| I give permission for my child's photograph and /or school work to be uploaded to the school's twitter feed. |  |

*\*Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies\**

**Signature:** \_\_\_\_\_ **Parent/Guardian**

**Date:** \_\_\_\_\_

**Print:** \_\_\_\_\_ **Parent/Guardian**

**Conditions of use**

1. This form is valid for the period of time your child attends this school. The consent will automatically expire after this time.
2. You can withdraw your consent at any time by making a written notice to the school.
3. We will not re-use any photographs or recordings after your child leaves this school without obtaining your consent.
4. We will not use the personal details or names of any child or adult in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications without good reason. For example, we may include the full name of a pupil in a newsletter to parents if the pupil has won an award.
5. If we name a learner in the text, we will not use a photograph of that child to accompany the article without good reason. (See point 3 above.)
6. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
7. We may include pictures of learners and teachers that have been drawn by the learners themselves.
8. We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations".
9. We will only use images of learners who are suitably dressed, to reduce the risk of such images being used inappropriately.
10. We will only use designated school cameras or i-Pods.
11. All external photographers e.g. newspaper photographers will be supervised at all times.
12. Photographs taken by parents/carers at agreed times are for personal use only and must not be placed on the internet or distributed.

**Please note**

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- i) The press, in certain circumstances are exempt from the Data Protection Act and may want to include the names and personal details of children and adults in the media.  
The school confirms that it shall only use photographic/digital images of your child in line with its Image & Photography Policy.

**Squirrel Hayes First School:**  
**Web Publication of Work and Digital /Video Images Permissions**

The use of digital/video images plays an important part in learning activities. Learners and members of staff may use digital cameras to record evidence of activities in lessons and out of school. These images may then be used in presentations in subsequent lessons.

Images may also be used to celebrate success through their publication in newsletters, on the school website, schools Twitter Account and occasionally in the public media. Where an image is publically shared by any means, only your child's first name will be used.

The school will comply with the Data Protection Act and request parents/carers permission before taking images of members of the school. We will also ensure that when images are published that the young people cannot be identified by the use of their names.

In accordance with guidance from the Information Commissioner's Office, parents and carers are welcome to take videos and digital images **at agreed times during school events** for their own personal use. 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.

**I agree that if I take digital or video images at, or of - school events which include images of children, other than my own, I will abide by these guidelines in my use of these images.**

*\*Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies\**

**Signature:** \_\_\_\_\_ **Parent/Guardian**

**Date:** \_\_\_\_\_

**Print:** \_\_\_\_\_ **Parent/Guardian**

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APPENDIX B

**Photography & Video Recording**

**Using Images Safely & Responsibly**

We all enjoy and treasure images of our family and friends and often like to capture these memories with photographs or on video.

With today's technology we are also now able to add our images to our online social networks, such as Facebook, You Tube and many other websites. This means that we can easily share our photos and video with family and friends. Whilst this can be very useful to all of us, **we must ensure that we protect and safeguard all children and staff, including those who do not want to have their images stored online.**

At Squirrel Hayes we are happy for parents and carers to take photos and video activities **at agreed times** but **request that these images are not distributed or put online.** This is to protect all members of our community.

**For the following reasons there will be some activities that parents and carers will not be permitted to take photographs or videos:-**

- Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.
- Some people do not want their images online for personal or religious reasons.
- Some children may have complex family backgrounds which means that sharing their image online can have unforeseen consequences.

**Please respect the requests and safety of all our learners and members of the community.**

In attending our event you will be requested to sign in and out and in doing so will be agreeing to follow the above photograph and video permissions.

This school is committed to safeguarding and promoting the welfare of children and young people/vulnerable adults and expects all staff and volunteers to share this commitment.

With many thanks, Mrs. E. J. Pickford (Headteacher) & The Governing  
Body

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volunteers to share this commitment.

**Appendix C**  
**VISITORS REGISTER**

**IN LINE WITH OUR SAFEGUARDING PROCEDURE, PLEASE ENSURE THAT MOBILE TELEPHONES ARE SWITCHED OFF ON ENTRY TO THE SCHOOL BUILDING**

As a visitor to Squirrel Hayes First School I understand and agree to the following.....

- During school events parents and visitors are asked not to take videos or photographs.
- Photographs will be allowed at the end of events, enabling school staff to ensure that any children who are not allowed to have their photograph taken have been removed. **Photographs may be taken on the basis they are for private retention and not publication in any manner, including on personal websites. Any parent using a mobile phone other than at the specified time will be asked to leave.**

| DATE | SIGNATURE | Name of child | Photo Approval | TIME IN | TIME OUT |
|------|-----------|---------------|----------------|---------|----------|
|      |           |               |                |         |          |
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