



# THE JUDD SCHOOL

## Use of Image Policy

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Approved by the governing body: January 2021  
Review date: January 2024

**School Data Protection Officer:** Ben Headon

**School Designated Safeguarding Lead:** Karen Eamens (Senior Deputy Headteacher)  
(DSL) Kate Middleton (Deputy Headteacher)

**Governor with lead responsibility:** Safeguarding Governor

The policy was agreed at the Education Committee meeting on 26 January 2021.

# Official use of Images/Videos of Children by the School

## Scope and aims of the policy

- This policy seeks to ensure that images and videos taken within and by The Judd School are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- This policy must be read in conjunction with other relevant school policies including (but not limited to) safeguarding and child protection, anti-bullying, behaviour, data security, Acceptable Use Policies and Screening, searching and confiscation
- This policy applies to all images (including still and video content) taken by and on behalf of the school.
- All images taken by the school or on behalf of will be used in a manner respectful of the eight Data Protection Principles (Data Protection Act 1998). This means that images will be:
  - fairly and lawfully processed
  - processed for limited, specifically stated purposes only
  - used in a way that is adequate, relevant and not excessive
  - accurate and up to date
  - kept on file for no longer than is necessary
  - processed in line with an individual's legal rights
  - kept securely
  - adequately protected if transferred to other countries
- The Data Protection Officer/DSL and Leadership team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of the School Image Use Policy.

## Parental Consent

- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.
- Before images/videos of children are taken, used or published by the school, we will ensure the appropriate permissions are in place.
- Written consent from parents will be kept by the school where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.
- Parental permission will be sought on an admission to the school, or where changes are sought to the permissions given.

## Safety of Images and Videos

- All images taken and processed by or on behalf of the school will take place using school provided equipment and devices.
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.

- Images will not be kept for longer than is to be considered necessary.
- The Data Protection Officer and/or DSL reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Only official school owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes (unless using FrogSnap, which does not store images on the device) or authorised to do so by the Headteacher, Data Protection Officer or DSL.
- Any apps, websites or third party companies used to share, host or access children's images will do so consistent with the school's privacy notice.
- The school will ensure that images always are held in accordance with the Data Protection Act 1998 and suitable child protection requirements (if necessary) are in place.
- Photographs will be disposed of should they no longer be required.

### **Publication and sharing of images and videos**

- Images or videos that include children will be selected carefully for use e.g. only using images of children who are suitably dressed.
- Children's full names will not be used on the website or other publication (e.g. newsletters, social media channels) in association with photographs or videos, unless explicit permission is obtained and the situation is deemed to be low risk, for example where not being made public.
- The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

### **Safe Practice when taking images and videos**

- A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- Photography is not permitted in sensitive areas such as changing room, toilets, etc

### **Use of Closed-Circuit Television (CCTV)**

- CCTV has extensive coverage on the school site and all persons entering the site do so on the understanding that they enter a CCTV area.
- Recordings will be retained for a limited time period only and for no longer than their intended purpose.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
- CCTV cameras will be appropriately placed within the school.

### **Use of Webcams**

- Parental consent will be obtained before webcams will be used within the school environment for curriculum or educational purposes.

# **Use of Images/Videos of Children by Others**

## **Use of Photos/Videos by Parents/Carers**

- Parents/carers are permitted to take photographs or video footage of events for private use only and must not be shared online, on social media sites or otherwise.
- Parents/carers who are using photographic equipment must be mindful of others (including health and safety concerns) when making and taking images.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.
- Parents/carers are only permitted to take or make recording within designated areas of the school. Photography is not permitted in sensitive areas such as changing room, toilets, etc.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the school Data Protection Officer/DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents should not be shared elsewhere (e.g. posted on social media site), to do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

## **Use of Photos/Videos by Children**

- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the schools online safety policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 1998.
- Still and video cameras provided for use by children and the images themselves will not be removed from the school, unless taken outside the school, in which case they will be stored securely until returned to the school.

## **Use of Images of Children by the Media**

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

## **Use of Professional Photographers**

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the schools Online Safety policy and the Data Protection Policy.
- Photographers will not have unsupervised access to children and young people.



Dear Parent/Carer,

This letter explains why we will need to ask for your consent before we are able to take photographs of your child during their time at The Judd School. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated. It can also enhance a student's learning opportunities and educate them in the safe practice around use of technology for later life.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording education activities
- recording their learning and development progress
- recording and celebrating special events and achievements
- promoting the school's ethos and culture

We will also encourage children to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other. We do, however, recognise that with the increase use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now, or if these arise at any time in the future, which would affect your position regarding consent, please advise the school in writing as soon as possible.

We have a specific policy regarding the use of images and also include the safe use of mobile phones and personal devices as part of our online safety policy, which you are welcome to view or take a copy of at any time. At school events, concerts and sporting fixtures it is important to draw to your attention to one aspect of our policy. It is likely that parents will photograph/record their own children, but equally that their images will contain other children also. We ask that these images are taken for personal use only and not shared online, through social media or otherwise.

To comply with data protection, we need your permission before we can photograph or make any recordings of your child. Please read and complete the attached form and do not hesitate to contact the school should you have any queries.

Yours sincerely,

Jon Wood  
**Headteacher**



## Parental Consent Form for Images

- This form is valid for the period of time your child attends The Judd School. The consent will automatically expire after this time. We will not re-use any photographs or recordings after your child leaves the school without additional consent\*.
- We will not use the personal information or full names (which means first name and surname) of any child or adult in a photographic image or video on our website, online, in our prospectus or in any of our other printed publications without additional explicit consent.
- This consent can be withdrawn by parent/carer at any time by informing The Judd School in writing.

	Please Select
May we use your child's photograph/image in displays around the school?	Yes / No
May we record your child's image or use videos for assessments, monitoring or other educational uses within the school? These images or recordings will be used internally only.	Yes / No
May we use your child's photograph/image in our prospectus and other printed publications/displays that we produce for educational and promotional purposes? *These images may be used after your child leaves the school until such time as the documents/displays are updated.	Yes / No
May we use your child's image on our website or other electronic communications including the school's official social media channels?	Yes / No
Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the school?	Yes / No
Are you happy for the school to use images of your child electronically?	Yes / No

- I have read and understood the conditions of use and I am also aware of the following:
  - Websites can be viewed worldwide and not just in the United Kingdom where UK law applies.
  - The press are exempt from the Data Protection Act and may want to include the names and personal details of children and adults in the media.
- I/we will discuss the use of images with our child/ren to obtain their views, if appropriate.
- As the child's parents/carers, we/I agree that if we/I take photographs or video recordings of our child/ren which include other children, then we will only use these for our personal use.

Name of Child: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Carer Name: \_\_\_\_\_

Parent/Carer's signature: \_\_\_\_\_



## The Judd School Guide to the Use of Images Online

### Using Images Safely and Responsibly

We all enjoy and value images of our family and friends; at events, recording students' achievements and performances we all like to capture in photos or on video. We now have the added dimension of adding our images and videos to our online social networks, such as Facebook, YouTube 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 we protect and safeguard all children and staff, including those who do not want to have their images stored online.

### What should we all think about before posting any images or video online and are there any risks?

- Once posted and shared online any image or video can be copied and will stay online forever.
- 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 and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
- Therefore, in order to keep all members of the community safe we must all **'Think Before We Post'** Online

**At The Judd School we are happy for parents and carers to take photos and video of events for personal use but request that these images are not distributed or put online. This is to protect all members of the community.**

We thank you for your support.

Yours sincerely,

Jon Wood  
**Headteacher**

### Further Information on the Use of Images and video:

- Information Commissioner's Office: <https://ico.org.uk/for-organisations/education/>
- Think U Know: [www.thinkuknow.co.uk/parents](http://www.thinkuknow.co.uk/parents)
- Get Safe Online: [www.getsafeonline.org](http://www.getsafeonline.org)



## Staff Consent Form for Images

The school would like to use your photograph for staff recognition purposes or in promotional material. These images will appear on our internal intranet and/or website, prospectus or on display around the school. To comply with data protection, we need your permission to use photographs of you. Please answer the questions below, then sign and date the form where shown. We will not use the images taken, or any other information you provide, for any other purpose.

**Please return the completed form, even if you have chosen not to give your consent, to Clare Morey, Data Protection Officer.**

	Please Select
May we use your photograph/image for recognition purposes? (SIMs, display in lobby etc.)	Yes / No
May we use your photograph/image in displays around the school?	Yes / No
May we use your image on our website or other electronic communications including the school's official social media channels, together with basic personal information, such as full name, degree record and/or email address.	Yes / No
May we use your image in our printed promotional materials?	Yes / No

- I confirm that I understand publication of my picture on the school website/intranet/official social media will mean that my picture will be viewable by those with access to the internet alongside my job title and work contact details and consent to such processing of my personal data.
- I understand that if my picture and details are placed on the website that potentially this will be accessible by anyone in the world with internet access.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_



## Conditions of use

1. This form is valid for the period you are working at the school. Your consent will automatically not apply to any other usage of the photos.
2. Images must only be used in circumstances where consent has been given. Signed consent must be given for images to appear on the intranet and/or website (which is viewable by potentially anyone), or they cannot be published in this way.
3. Under the 1998 Data Protection Act your rights include:
  - a) Your consent (to the publication of your photo) can be withdrawn at any time (principle 1 of the Act)
  - b) Your photo will not be used for any other purpose without your further consent (principle 2 of the Act)
  - c) Your personal data will be accurately maintained and kept up to date (principle 4 of the Act)
  - d) Publication of your photo will cease and all electronic copies will be deleted when you leave the school (principle 5 of the Act)

## Useful Contacts

Kent County Council's e-Safety Guidance and Information for Education Schools:

[www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding/e-safety](http://www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding/e-safety)

Kent County Council's Access to Information Content

[www.kelsi.org.uk/school-management/data-and-reporting/access-to-information](http://www.kelsi.org.uk/school-management/data-and-reporting/access-to-information)

Kent County Council Education Safeguards Team Content:

[www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding](http://www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding)

ATL Help and Advice on CCTV and other surveillance:

[www.atl.org.uk/help-and-advice/school-and-college/CCTV.asp](http://www.atl.org.uk/help-and-advice/school-and-college/CCTV.asp)

ICO Code of Practise for CCTV:

<https://ico.org.uk/media/for-organisations/documents/1542/cctv-code-of-practice.pdf>

ICO Sector Guide for Education:

[www.ico.gov.uk/for\\_organisations/sector\\_guides/education.aspx](http://www.ico.gov.uk/for_organisations/sector_guides/education.aspx)

ICO Information on Data Protection Act for Organisations:

[www.ico.gov.uk/for\\_organisations/data\\_protection.aspx](http://www.ico.gov.uk/for_organisations/data_protection.aspx)

United Kingdom's Copyright Licensing Agency: <http://www.cla.co.uk/>

International Federation of Reproduction Rights Organisation: <http://www.ifrro.org/>