

Policy for the Use of Images of Children

This policy is to be read alongside our e-safety policy and home school agreement.

Working with pupils may involve the taking or recording of images. Any such work takes place with due regard to the law and the need to safeguard the privacy, dignity, safety and well being of pupils. Informed written consent from parents or carers and agreement, where possible, from the child or young person, is always sought before an image is taken for any purpose.

Careful consideration is given as to how activities involving the taking of images are organised and undertaken. Care is taken to ensure that all parties understand the implications of the image being taken, especially if it is to be used for any publicity purposes or published in the media, or on the Internet.

Adults remain sensitive to any children who appear uncomfortable, for whatever reason, and should recognise the potential for such activities to raise concerns or lead to misunderstandings.

No images are to be taken 'in secret', or in situations that may be construed as being secretive.

Any concerns regarding the inappropriate, or intrusive use of images are to be immediately reported.

Images for school publications:

- ≈ The school will only take and use images that are appropriate and are considered to not be open to misuse.
- ≈ Only equipment provided or authorised by this establishment will be used.
- ≈ If an image of a child is used, the child's name **will not** be published. If a name is published, **no image will be used** without specific consent.
- ≈ Children will be made aware of why their picture is being taken and how it will be used.
- ≈ Children will be given the option to not have their image used if they are the sole focus of the picture.
- ≈ Images which show a single child will have a surrounding context.
- ≈ Images will not be used to publicise e.g. on the school website.
- ≈ Children and parents should be encouraged to recognise the value of group photographs or recordings of school events.
- ≈ Images will be kept securely and held by the school for the duration of the pupil's time there, after which they will be destroyed.
- ≈ Images of children from the school will not be used to illustrate controversial subjects.

Filming:

- ≈ Parents, friends and family members can take images of their child and friends participating in school activities for family and personal use under the guidance of a school staff member. This may mean waiting to the end of a performance, or event to ensure children without photograph permission can be removed.

≈ Parents are not allowed to film school events –fetes, school plays, sports days, as this may provide a safeguarding risks for some children and permission may not have been given by parents/carers.

Images for the school website:

≈ School websites are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names.

Webcams:

≈ Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.
≈ A webcam will only be used in appropriate circumstances such as a normal class setting.
≈ Both children and teachers will be made aware of when a webcam is in use.

CCTV:

≈ The school uses CCTV in some areas of school property as a security measure.
≈ Cameras will only be used in appropriate areas and there will be/is clear signage indicating where it is in operation.

Refer also to data protection guidance on the use of CCTV at:

http://ezone.eastsussexcc.gov.uk/county_information/results_and_returns/data_protection/06_data_protection.asp

Camera Phones:

≈ Adults (staff) will not use camera phones unless specifically authorised.
≈ Camera phones are becoming increasingly popular with children but can be misused. Camera phones are less easily visible and can be used to bully or take inappropriate images.
≈ If it is found that a camera phone has been misused the school will follow its usual disciplinary procedures.

Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.

Reviewed annually

Last reviewed March 2025