



**St Mary's Voluntary Catholic Primary
Academy**

Use of Children's Images Policy

Key Policy Points:

St Mary's Academy recognises that a balance between the low risk of misuse and the numerous positive results of colourful, well produced school material is necessary.

- The school will only take and use images (photographs, videos and DVDs) that are appropriate and are considered to be safe from misuse
- The school will ensure that only appropriate images are used for the website
- If it is found that a camera phone has been misused the school will follow its usual disciplinary procedures
- If an image of a child is used, the child's name will not be published.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.
- Parents and legal guardians will be asked to sign an annual agreement that any images they take during school activities will not be used inappropriately.

Images (including video images) taking by parents, legal guardians or family members:

- Parents, legal guardians, family members and friends can take images of their child and friends participating in school activities for family and personal use provided consent is achieved by the annual consent form.
- Parents who do not wish for their child to be photographed or recorded will be documented on the annual consent form
- Before they are allowed to take images during school activities, parents or legal guardians have to sign the annual agreement that any images they take will not be used inappropriately.
- Photography and video filming will be limited to designated areas.
- Use of cameras and other equipment will be monitored.

Images (including video images) for school publications:

- The school will only take and use images that are appropriate and are considered to not be open to misuse
- Images may be used on the school website or social media pages.
- If an image of a child is used, the child's name **will not** be published
- Children and parents should be encouraged to recognise the value of group photographs or recordings of school events
- Images will be kept securely on the school server 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

Images (including video images) for the school website and Social Media:

- 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.
- Images of children may be used on the school social media pages. Photographs will be used to celebrate children's achievements in school. Children's full names will not be used to accompany any photograph. Monitoring of comments on these photographs will be in line with the school Facebook/ Social Media policy.

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 may use 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.

Please note: At the time of this policy review, St Mary's does not have any CCTV in operation .

Children photographing/videoing one another:

- Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities.
- Camera phones are less visible and can be used to bully or take inappropriate images therefore, pupil's mobile phones are not allowed on site or on school trips. If a mobile phone is brought onto the premises by accident it must be given to the pupil's class teacher to look after.
- If it is found that cameras or camera phones have 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.