



Belgrave Primary School

Photographic Images and Publicity Policy

June 2019

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Review Date: June 2022

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Aim:

- **To celebrate achievement, enhance learning and add to the life of the school whilst showing full consideration to the need for the responsible use of images.**
- **To seek to protect pupils and staff by linking this policy to the Safeguarding, E-Safety, ICT and Security Policy.**

Strategies:

When a child is admitted to the school parents and carers are required to give a written response to a form regarding the publication of photographic images. Staff will have an updated list of children who are unable to have their photograph in the public domain.

It is the parents/carers responsibility to inform the school if a child's safety would be at risk through being able to be identified as a pupil at the school. Parents and agencies involved with the well-being of the child are to keep the school informed if this is the case.

The school's policy is to avoid including names unless permission is sought for a specific reason i.e. if their child has won a competition or taken part in a sporting event.

We have decided that parents are allowed to take photographs or video school events if they do not share these images on the internet. Parents are reminded of this policy at each event and a GDPR notice is handed to the attenders.

Parents and pupils are required to sign an Acceptable Use of ICT Agreement and ESafety is taught explicitly throughout the school.

The school does not include children's full names in the school prospectus, website or similar material.

The public pages of the school's website will only include identifiable photographs of children who have permission to have their images in the media.

Security cameras have been placed on the outside of the building as described in the Security Policy. Images are overwritten on a 2 week cycle. The computer to view the images is located in a locked room and the system is password protected. The film is viewed for security purposes by the head teacher, site manager or delegated staff.

This policy only relates to digital images and photographs which will be publicly distributed and does not include the use of digital images taken in school as part of the school's curriculum to enhance learning and record achievements. Displays of photographs and children's work within the school environment is integral to the curriculum and parental permission is not required.

Governors _____

Date: _____

Appendix 1: Letter to parents asking for permission for images and videos.



Images and videos parental consent form

Name of pupil:		Current Class:
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This form is valid for the whole of your child's education at Belgrave Primary School. Parents are required to fill in a new form for their child if your preferences change.

- This consent form is valid for your child's education until they leave Belgrave Primary School and beyond.
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video, on our website, in our school prospectuses or any other printed publications.
- The school will not include personal emails, postal addresses or telephone numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may use work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria.

I provide consent to:	Yes	No
Using images/videos of my child on the school website, Facebook, Twitter, School Newsletter, Local Media	<input type="checkbox"/>	<input type="checkbox"/>
Using images/videos of my child on Class Dojo	<input type="checkbox"/>	<input type="checkbox"/>
Using images of my child in marketing material, e.g. the school brochure and prospectus and agree to this being used when they move onto another school	<input type="checkbox"/>	<input type="checkbox"/>
My child having their photograph taken by the school appointed external photography company (both individual and whole class)	<input type="checkbox"/>	<input type="checkbox"/>

Declaration

I have provided my consent as above and the school will use images and videos of my child in line with my requirements.

Name of parent: _____

Signature: _____

Date: _____

