



# Use of Images Policy

Date reviewed in school: June 2014

Date Ratified: 21st May 2015

Signed (Chairperson BOG): S Mowbray

### Introduction

This document provides guidance on the appropriate use of images of children in Donemana Primary School. It covers still, video and electronic photographic images wherever they are used. The school wish to make full and proper use of photographic images while meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership. These guidelines address these issues and give advice on good practice.

### Typical Uses of Photographs

- Performing arts including concerts, drama performances and parent evenings
- Sports days and sports fixtures
- The use of photographic equipment by parents and carers
- Media including newspapers especially when some editors require children's names when publishing photographs
- Displays in the school of children's activities
- Publications by the school and WELB.
- The school website and Facebook page

### Ownership

Human Rights legislation and the Data Protection Act 1998 give people new rights and it is the right to 'privacy' that is the issue when using photographs. The school must take steps that respect the rights of people in photographs.

### Good Practice

The following advice represents the good practice in place in Donemana Primary School with regards to the use of photographic images involving children.

When taking a picture the school will obtain the consent of the person in the picture or from their parent or carer.

The school will follow the commitment made in the consent forms:

- not to name the child;
- not to use the photograph out of context;
- not to use the photograph to illustrate sensitive or negative issues.

When photographing children the staff member will:

- Ensure that parents and carers of young people have signed and returned the school consent form for photography (see Appendix 1).
- Ensure all children are appropriately dressed.
- Avoid images that only show a single child with no surrounding context of what they are learning or doing.
- As far as possible photographs include the learning context.
- Use photographs that represent the diversity of the young people participating.
- Report any concerns relating to any inappropriate or intrusive photography to the Principal.

- Remember the duty of care and challenge any inappropriate behaviour or language.
- Not use images that are likely to cause distress, upset or embarrassment.
- Regularly review stored images and delete unwanted material.

### Parental Permission

The use of images of children requires the consent of the parent / carer. Permission should always be obtained by using the form in Appendix 1, when a child joins the school. The form covers the school when using the photographs in publications and on the school web-site and Facebook page. Parents are asked to contact school if at any point they change their position as indicated on the permission form..

When a parent does not agree to their child being photographed, the Principal must inform staff and make every effort to comply sensitively.

For example, if a child whose parents have refused permission for photography is involved with a sports event, e.g. a netball match, it may not be appropriate to photograph the whole team. Careful liaison with parents is therefore essential. With discussion it may be possible to agree other options. The parent may accept a team photograph if names are not published.

### Teacher Training and Portfolios

During teacher training, with newly qualified staff and childcare training it is normal that the member of staff has to compile a portfolio with photographs of children during lessons. Staff will act responsibly in compiling these images. A member of the permanent staff should be present when these photographs are being taken and consider their appropriateness.

### Displays in Schools

Still photographs shown on displays and video clips available during open / parents' evenings will depict children in an appropriate way. They will not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Photographs or images likely to cause embarrassment will not be used by Donemana Primary School.

### Parents Evenings, Concerts, Presentations

To allow the appropriate recording of children's images by parents / carers, staff at Donemana Primary School will:

- ensure that children are appropriately dressed;
- obtain parental permission with the form in Appendix 1;
- be aware of any child who should not be photographed ; and
- monitor the use of cameras and anyone behaving inappropriately.

### Children Photographing Each Other

This practice can occur extensively during offsite activities particularly during trips

out of school. In residential visits staff should maintain the supervision and management control the same as in the school situation. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved (see also section 12).

### Newspapers

Several scenarios can occur:

#### 1. Team photographs:

When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur.

If a parent is not happy to have a child's name printed on a photograph then consideration could be given to publishing the photograph with no names. The Principal should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.

#### 2. Photo opportunities:

When the school invites a newspaper to celebrate an event, the Principal should make every effort **IN ADVANCE** to ensure that the newspaper's requirements can be met.

### Use of Internet / Intranet Sites

Many schools have an internet / intranet facility. Donemana Primary School will follow the good practice as set out in this policy and will ensure that the school only uses appropriate images that follow this guidance. For example, if a child has successfully completed a swimming award, it would be appropriate to show the child in a tracksuit rather than a swim suit.

### Mobile Phones

Mobile phones are not allowed in school. On some occasions pupils may be allowed to bring mobile phones on trips out of school. On these occasions, where mobile phones contain cameras with photographic capabilities, photographs are not to be taken in changing rooms, toilets etc.

### Review of Guidelines

The Photographic Images Policy will be reviewed and amended in the light of any new legislation and in line with DENI circulars.

### The Board of Governors

The Board of Governors formally adopt these guidelines as policy and good practice.

### Further Information

Further information on all aspects of child protection is available from:

*The WELB Child Protection Officer*  
*Tel No: 028 82411480*

*Or to a social worker at the Gateway Team (Western Trust)  
Tel No: 028 71314090*

*or the PSNI at the Public Protection Unit  
Tel No : 0845 600 80000*



## Consent Form For Photography and Images of Children

Dear Parent or Carer

During your child's life at Donemana Primary School we may wish to take photographs of activities that involve your child. The photographs may be used for displays, publications and on a web-site by us, by the Local Education Authority or by local newspapers.

Photography or filming will only take place with the permission of the principal, and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named if there is a particular reason to do so (e.g. they have won a prize), and home addresses will never be given out. Images that might cause embarrassment or distress will not be used nor will images be associated with material on issues that are sensitive.

Before taking any photographs of your child, we need your permission. Please **answer the questions below, sign and date the form and return it to the school office as soon as possible**. You can ask to see images of your child held by the establishment. You may withdraw your consent at any time.

Name of child (Block Capitals) :		
Name of person responsible for the child:		
I understand that:		
<ul style="list-style-type: none"> <li>the local media may take images of activities that show the establishment and children in a positive light e.g. pictures of new starters, drama and musical performances, sports and prize giving;</li> <li>photographers acting on behalf of the school may take images for use in displays, in publications or on a website;</li> <li>embarrassing or distressing images will not be used;</li> <li>the images will not be associated with distressing or sensitive issues; and</li> <li>the establishment will regularly review and delete unwanted material.</li> </ul>		
Having read the above statement, do you give your consent for photographs and other images to be taken and used? (please tick the appropriate box)	<input type="checkbox"/>	<b>YES</b> , I give my consent for pictures to be taken and used
	<input type="checkbox"/>	<b>NO</b> , I do not give my permission for pictures to be taken and used
Do you consent to your child's image being used for the purposes explained above on the school Facebook page? (please tick the appropriate box)	<input type="checkbox"/>	<b>YES</b> , I give my consent for pictures to be taken and used on the school Facebook page
	<input type="checkbox"/>	<b>NO</b> , I do not give my permission for pictures to be taken and used on the school Facebook page
Signature of person responsible for the child:		
Relationship to the child:		
Date (Date/Month/Year):		

**NB** There may be other circumstances, falling outside the normal day to day activities of the school, in which pictures of children are requested by external organisations, for example, while on a school trip. We recognise that in such circumstances specific consent from parent(s) or guardian(s) will be required before photography or filming of children can be permitted.

If you wish to attend functions and take photographs of your and other people's children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events.

Thank you.