



**St. Mary's Church of England Primary School**

# **Policy for Use of Images and Social Networking**

**St. Mary's Church of England (Aided) Primary School**

**Be the best I can in the love of Christ**

At St. Mary's School we aim to:

1. Create a caring Christian community in which everyone is valued and able to grow in the love of Christ;
2. Inspire all our children to develop enquiring minds and a lifelong love of learning;
3. Release potential through a broad and creative curriculum;
4. Create an environment in which independence, respect and resilience will flourish;
5. Further strong links between home, school, church and the local community;
6. Equip children to become responsible global citizens.

## **Purpose and Principles**

This policy sets out how our school will ensure the safety and welfare of children and young people in our care when making photos/images of them.

This policy details the rules governing photography and recording videos at the school, the distribution of these photos and videos, and their publication on the internet.

It covers the rules for staff, governors and parents, and is founded on four main principles:

### **Safety**

The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at the school.

### **Privacy**

We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at the school.

### **Projecting the right image**

Photographs taken at school should not do anything that may cause embarrassment to the school, the children, or the staff.

### **Sharing children's achievements**

It is natural for every parent to want share their children's activities and achievements at school with their friends and family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

## **Consent**

When a child joins the school, their parent or guardian is asked for consent for the child to appear in photos on the school website. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined.

## **School Website**

The school endeavours to publish on the school website a wide selection of photos and videos of school events and general school life.

Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school or the children or staff involved.

It should usually not include any child who left the school more than two years ago. The school will therefore endeavour to remove older photos featuring children who have left the school in order to avoid any embarrassment or discomfort it may cause them.

### **Rules for Parents, Guardians and Governors**

Parents and guardians are permitted to take photographs at designated school events, as long as they agree to the conditions described in this policy.

These events include: **at the end** of the Christmas Play/Nativity, **at the end** of Year 6 Performance (we do not allow photography during a performance), Sports Day and other sports matches or tournaments, HSA events, Year R first day at school.

Photography at any kind of Worship is not allowed.

We do not allow the filming of events in school.

We do allow families to use cameras and take still photographic images of their own children. As it can be the case that other children are captured in images, families are required to agree that the images they capture will be used appropriately at each event.

### **Outside designated events**

It is not permitted to use a camera on school premises **at any time** outside these designated events unless explicitly authorised by the Headteacher.

### **Distribution and publication of photos and videos**

Photos taken at these events are for your own personal use only. They may be shared by email with friends and family, but **must not** be published on **any** internet site. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services. The reason for this restriction is that it is not possible for individual parents to ensure that all four of the safeguarding rules described above are adhered to at both the time of publication, and later.

### **Sharing photos on the school website**

The school will only take and use images that are appropriate and are considered to not be open to misuse.

- 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.
- The school will ensure that images of a single child with no surrounding context of what they are learning or doing will be avoided.
- The school recognises that images must not be used which may cause distress, upset or embarrassment.
- The school will use photographs that represent the diversity of the children participating.
- Images will be kept securely and held by the school for the duration of the pupil's time there and for approximately 2 years after they leave, after which, they will be deleted.
- Images of children from the school will not be used to illustrate controversial subjects.

As described above, the school endeavours to publish a selection of photos and videos from events on the school website. You may share links to these pages on social media services, because any photos or video appearing on the school website will have been checked to ensure they conform with all the safeguarding rules.

Some photographs on the school website are password protected and you must not share your password with others, including family. You may download the photos from the school website for your own personal use, but you may not republish them anywhere on the internet.

### **Photos featuring only your own children**

There is one exception to the internet publication rule. If the photo or video includes **only** your own children, you may share it on the internet however you like. For this exception to apply **there must be no other children in shot**, however briefly or clearly they can be seen.

The reason for this exception is that the school recognises that how you use photos of your own children is a decision purely for you.

### **Withdrawal of permission**

Failure to adhere to these conditions may, at the discretion of the Headteacher, lead to a withdrawal of permission to use a camera at future events.

### **Rules for Staff**

Staff may take photos and video anywhere within the school and on school trips and visits for the purposes indicated on the parental consent form.

Activities that require staff to take photographs will include

- Recording of practical activities as evidence of assessment/progress
- Recording of special events
- Recording of events/work to be published in school magazines/letters/newsletters
- In EYFS, KS1 and KS2 as part of information gathering
- For publication on Tapestry for EYFS

These may be published to the school website if they conform to the safeguarding rules described above. They may not be published on any other internet or social media site. They may be shared with other members of staff by email to support teaching work. The school cameras/IPads should be used to take photographs where possible. When the sole purpose of the photo is to upload to the school website, staff may use their own mobile phones, as long as the photo is deleted after upload.

Photos should be stored only on password protected laptops, and should be deleted approximately 2 years after the children in the photo have left the school.

Members of staff who are also parents or guardians of children at the school are permitted to take photographs at school events under the terms described in “rules for parents, guardians and governors”.

### **External Photographers**

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the Headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.

### **Social Networking**

Social networking applications include, but are not limited to:

Blogs, Online discussion forums, Collaborative spaces, Media sharing services, ‘Microblogging’ applications. Examples include Twitter, Facebook, MSN, You Tube.

The widespread availability and use of social networking applications bring opportunities to understand, engage and communicate with our audiences in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly.

However, it is also important to ensure that we balance this with our duties to our School Community and partners, our legal responsibilities and our reputation. The policy requirements in this document aim to provide this balance to support innovation and Schools of the 21st Century, whilst providing a framework of good practice. They apply to all members of the school community and apply to all uses of social networking applications which are used for any school or local authority related purpose and regardless of whether the applications are hosted corporately or not. They must also be considered where School representatives are contributing in an official capacity to social networking applications provided by external organisations.

**Social Networks should never be set up in the name of the school or include the school name in their title without the express permission of the head teacher.**

All School representatives should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation.

## **DATA PROTECTION -TAKING PHOTOGRAPHS IN SCHOOLS**

In October 2007 the Information Commissioner's Office (ICO) published Good Practice Guidance aimed at Local Authorities and those working in schools, colleges and universities. It gave advice on taking photographs in educational institutions and whether doing so must comply with the Data Protection Act 1998.

### **Recommended Good Practice**

The Data Protection Act is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the Act should not be wrongly used to stop people recording important events. Where the Act does apply, a common sense approach suggests that if the photographer asks for permission to take a photograph, this will usually be enough to ensure compliance.

Photos taken for official school use may be covered by the Act and pupils, students and parents/carers should be advised why they are being taken.

Photos taken purely for personal use are exempt from the Act.

### Examples

#### Personal Use:

- A parent takes a photograph of their child and some friends taking part in the school Sports Day to be put in the family photo album. These images are for personal use and the Data Protection Act does not apply.

#### Official School Use

- Photographs of students/pupils are taken for building passes. These images are likely to be stored electronically with other personal data and the terms of the Act will apply.
- A small group of pupils are being photographed during a science lesson and the photo is to be used in the school prospectus. This will be personal data but will not breach the Act as long as the children and/or their parents/carer are aware this is happening and the context in which the photo will be used.

#### Media Use

- A photograph is taken by a local newspaper of a school awards ceremony. As long as the school has agreed to this and the children and/or their parents/carers/guardians are aware that photographs of those attending may appear in the newspaper, this will not breach the Act.