

The Craylands School

Image Use Policy



Key Details

Policy written by: (Kris Hiscock, Headteacher)

Approved by Governing Body on: (2nd October 2023)

Date to be reviewed: (October 2024)

School/Setting Data Protection Officer: (Kris Hiscock, Headteacher)

School/Setting Designated Safeguarding Lead (DSL): (Kylie Cox, Assistant Head)

Governor with lead responsibility: Linda Cowey

Scope and aims of the policy

1. This policy seeks to ensure that images taken within and by The Craylands School are taken and held legally and the required thought is given to safeguarding all members of the community.
2. This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as staff in this policy) as well as children and parents/carers.
3. This policy must be read in conjunction with other relevant policies including, but not limited to; child protection, anti-bullying, behaviour, data security, image use, Acceptable Use of Technology Policies (AUPs), confidentiality and relevant curriculum policies including computing, Personal Social and Health Education (PSHE), Citizenship and Relationships and Sex Education (RSE).
4. This policy applies to all images, including still photographs and video content taken by The Craylands School
5. All images taken by The Craylands School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:
 - fairly, lawfully and in a transparent manner
 - for specified, explicit and legitimate purposes
 - in a way that is adequate, relevant limited to what is necessary
 - to ensure it is accurate and up to date
 - for no longer than is necessary
 - in a manner that ensures appropriate security
6. The Data Protection Officer (DPO) within the setting Kris Hiscock, Headteacher supported by the Designated Safeguarding Lead Kyle Cox, Assistant Headteacher and management team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

Official use of images of children

Parental consent

7. Written permission from children and/or parents or carers will always be obtained before images of children are taken, used or published.
8. Written consent will always be sought to take and use images offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.

9. Written consent from parents will be kept by the [school](#) where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.
10. Parental permission will be sought on an agreed basis. This will be on admission to the school.
11. A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of, and the record will be updated accordingly.

Safety of images

12. All images taken and processed by or on behalf of the [school](#) will take place using [school](#) provided equipment and devices and in line with this and other associated policies, including but not limited to Child Protection, Staff Code of Conduct, AUP.
13. Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.
 - Staff will:
 - only publish images of learners where they and their parent/carer have given explicit written consent to do so.
 - only take images where the child is happy for them to do so.
 - ensure that a senior member of staff is aware that the equipment is being used and for what purpose.
 - avoid making images in a one-to-one situation.
 - Staff will not
 - take images of learners for their personal use.
 - display or distribute images of learners unless they are sure that they have parental consent to do so (and, where appropriate, consent from the child).
 - take images of learners using personal equipment.
 - take images of learners in a state of undress or semi-undress or which could be considered as indecent or sexual
 - take images of a child's injury, bruising or similar or make audio recordings of a child's disclosure.
14. All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
15. Images will only be retained when there is a clear and agreed purpose for doing so. [Kris Hiscock](#) designated member of staff will ensure that all images are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.

16. Images will be stored in an appropriately secure place. On the school network.
17. Images will in the **school** remain on site, unless prior explicit consent has been given by the DPO and DSL and the parent/carer of any child or young person captured in any images. Should permission be given to take images off site, all relevant details will to be recorded, for example who, what, when and why. Images taken offsite will be kept securely for example with appropriate protection.
18. Any memory stick/storage or device containing images of children to be taken offsite for further work will be suitably protected and will be logged in and out by the DPO and/or DSL; this will be monitored to ensure that it is returned within the expected time scale.
19. The DPO and/or DSL reserve the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
20. Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
21. The **school** will ensure that images always are held in accordance with the UK General Data Protection Regulations (UK GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
22. Images will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not to be taken of any images without relevant authority and consent from the DPO and/or DSL and the parent/carer

Safe Practice when taking images

23. Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
24. The **school** will discuss the use of images with children and young people in an age-appropriate way.
25. A child or young person's right not to be photographed or videoed is to be respected. Images will not be taken of any child or young person against their wishes.
26. Photography or video recording is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
27. Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.

Publication and sharing of images

28. Children's full names will not be used on the [school](#) website or other publication, for example newsletters, social media channels, in association with photographs or videos.
29. The [school](#) will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

Use of Video Surveillance, including CCTV

30. All areas which are covered by video surveillance will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
31. Recordings will be retained for a limited time only and for no longer than their intended purpose. All recordings are to be erased before disposal.
32. Regular auditing of any stored images will be undertaken by the Data Controller and/or DSL or other member of staff as designated by the management team.
33. If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
34. Video surveillance cameras will be appropriately placed within the setting.

Use of images of children by others

Use of image by parents/carers

35. Parents/carers are permitted to take photographs or video footage of events for private use only.
36. Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
37. The opportunity for parents/carers to take photographs and/or make videos may be reserved by the [school](#) on health and safety grounds.
38. Parents/carers are only permitted to take or make recording within designated areas of the [school](#). Photography or filming is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
39. The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
40. Parents may contact the [school DPO/DSL](#) to discuss any concerns regarding the use of images.

41. Photos and videos taken by the [school](#) and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

Use of images by children

42. The [school](#) will discuss and agree age-appropriate acceptable use rules with children regarding the appropriate use of cameras, such as when engaging in remote learning and when onsite. This will include places children cannot take cameras, for example unsupervised areas, toilets etc.
43. The use of personal devices, for example, mobile phones, tablets, digital cameras, is covered within the [school](#) mobile and smart technology policy.
44. All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
45. Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos or videos.
46. Images taken by children for official use will only be taken with parental consent and will be processed in accordance with UK GDPR and the Data Protection Act.
47. Parents/carers will be made aware that children will be taking images of other children and will be informed how these images will be managed. For example, they will be for internal use by the [school](#) only and will not be shared online or via any website or social media tool.
48. Images taken by children for official use will be carefully controlled by the [school](#) and will be checked carefully before sharing online or via digital screens.

Use of images of children by the media

49. Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's, or other relevant media, requirements can be met.
50. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.

51. The identity of any press representative will be verified, and access will only be permitted where the event is planned, and where press are specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
52. Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

Use of external photographers, including videographers and volunteers

53. External photographers who are engaged to record any events officially will be prepared to work according to the terms of our policies, including our child protection policy.
54. External photographers will sign an agreement which ensures compliance with UK GDPR and the Data Protection Act.
55. Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
56. External photographers will not have unsupervised access to children and young people

Policy breaches

57. Members of the community should report image use concerns regarding image use or policy breaches in line with existing [school](#) policies and procedures. This includes informing the headteacher/manager and following the whistleblowing policy, child protection and code of conduct policies.
58. Following a policy breach, leadership staff will debrief, identify lessons learnt and implement policy changes as required. Action will be taken in line with existing [school](#) policies and procedures which may include child protection, anti-bullying, mobile and smart technology, acceptable use and behaviour policies.
59. Advice will be sought, and reports will be made to other organisations in accordance with national and local guidance and requirements. For example, where there may have been a data protection breach, the ICO will be contacted, and if an allegation has been made against a member of staff, contact will be made with the Local Authority Designated Officer (LADO).

Frequently Asked Questions for Parents or Carers

Why do we need a policy?

Education settings have always used photographs as a way of highlighting success, celebrating achievements or seeking publicity for fundraising. Families enjoy seeing their loved ones in print or online and we want to ensure that everyone can continue to enjoy these activities safely.

However, parents/carers need to be aware that placing any identifying information in the public domain has risks and need to understand these issues to give properly considered consent.

So, what are the risks?

The most highly publicised and worrying risk is that a child who appears in the press or online may become of interest to a sex offender. Locating people through the internet has become extremely easy, so if there is a picture and the name of an education setting together with the full name of a child, it could be possible to find out the child's address or work out their likely route to and from the setting. Additionally, it must be recognised that images of children can easily be copied, manipulated or changed once they are published. There are also other specific groups of children, staff and families whose safety could be put at risk if identified online, for example, those fleeing domestic abuse. To limit these risks, we will take appropriate steps, as outlined in the attached consent form and in our image use policy, to safeguard children and our wider community.

Isn't this just scaremongering?

Sadly not. There have been cases of families receiving unwelcome phone calls or visits following appearances in the press or online. However, this is rare, so it is important to have a sense of proportion; we want to celebrate success and achievement, but parents must be aware of risks to make an informed decision.

What about our official website or other online channels?

Concerns about identification and images being manipulated apply to our controlled websites and social media platforms; we will try to copy protect images we share and will use lower quality images on our website and social media channels, but this can be bypassed.

I want to do my own recording of a school/setting play or event is this okay?

Taking pictures or recordings of your own children for your own personal use is okay. The difficulty arises when other children are also filmed, and those images are then shared online. It is important to be aware that some members of our community may be vulnerable or at risk so must not have their image shared online. You may not know who is at risk, so we need everyone's support to protect our community. It's important to role model positive behaviour for children, so please check before posting any images online which contain children other than your own. We also ask you do not copy or share images from our website or other channels, without appropriate permission.

Letter Template - Parental Consent for Images

Dear [Parent/carer](#)

This letter explains why we will need to ask for your consent before we are able to take images, including photographs and videos of your child during their time at <[school/setting name](#)>.

Photographs and videos are a source of pleasure and pride. We believe that the taking and use of images can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take images for many reasons whilst your child is with us, including:

- documenting and recording education activities
- recording their learning and development progress
- recording and celebrating special events and achievements

We also encourage children to be active learners, and to become involved in using cameras themselves by taking photos or videos of their surroundings, activities and of each other.

We do however recognise that with the increased use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We have a specific policy regarding the use of images and the safe use of mobile and smart technology, including mobile phones and other personal devices as part of our child protection and mobile and smart technology policy (**amend as appropriate**), which you are welcome to view or take a copy of at any time.

To comply with UK General Data Protection Regulations (UK GDPR) and the Data Protection Act, we need your permission before we can photograph or make any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the setting.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely,

(Name) [Headteacher/Manager](#)

Template Parental Consent Form for Images

Settings will need to amend the following content and statements to reflect their individual leadership and policy decisions.

Parental Consent for Use of Images at <school/setting name>

- This form is valid for the period of time your child attends <school/setting name>. This consent will automatically expire after this time.
- We will not re-use any photographs or recordings after your child leaves the school/setting without requesting additional consent.
- We will not use the personal information or full names (first name and surname) of any child in a photographic image or video on our website, online, on social media, in our prospectus or in any of our other printed publications. If we use photographs or videos of individual children, we will not use the full name of that child in the accompanying text or caption. If we name a child in any text, we will not use an image of that child to accompany the article.
- We may use group photographs or footage with general labels.
- We will only take images of children who are suitably dressed.
- We will discuss the use of images with children in an age-appropriate way and role model positive online behaviour.
- This consent can be withdrawn by parents/carers at any time by informing <school/setting name> in writing.
- All images will be used taken and held in accordance with Data Protection legislation.
- All images will be taken and used in accordance with our Image Use, Child Protection, Acceptable Use, Social Media and Mobile and Smart Technology Policy. **Amend as appropriate.**

Parents/carers are encouraged to discuss any concerns or queries relating to image use with us as part of making informed decisions.

May we use your child's image in displays around the school/setting?	Yes / No
May we use your child's image for assessments, monitoring or other education uses within the school/ setting? These images and/or recordings will be used internally only. Amend as appropriate, for example, if the setting uses tracking apps.	Yes / No
May we use your child's image in our prospectus and other printed publications that we produce for education and promotional purposes?	Yes / No
May we use your child's image on our official school/setting website?	Yes / No
May we use your child's image on our official social media channels? Name the channels, for example any official Facebook pages, YouTube channels	Yes / No

May we use/record/share your child's image on webcam for appropriate curriculum purpose, for example, video conferencing and/or remote learning? Amend as appropriate.	Yes / No
May we use/record/share your child's image as part of online broadcasts of performances and events? Settings should list details of how they will be broadcast, for example pre-recorded, live streamed and where they will be shared such as the official website, closed platform, official social media channel, and the timeframes for the availability of recordings after the event.	Yes / No
Are you happy for your child to appear in the media, for example, if a newspaper photographer or television film crew attend an event organised by the school/setting ?	Yes / No
Are you happy for the school/setting to print images of your child electronically?	Yes / No

I have read and understood the conditions of image use and I am also aware of the following:

- Websites and social media sites can be viewed worldwide; not just in the United Kingdom where UK law applies.
- The press are exempt from UK GDPR and Data Protection legislation and may want to include the names and personal details of children and adults in the media.

I/we will discuss the use of images with our *child/ren* to obtain their views, if appropriate.

As the child's *parents/guardians*, *we/I* agree that if *we/I* take photographs or video recordings of our *child/ren* which include other children, then we will only use these for our own personal use.

Name of Child: _____ Date: _____

Parent/Carer Name: _____

Parent/carer's signature: _____

Child's Signature (if appropriate): _____

Template Group Activity Letter and Form

Dear Parent/Carer

We are staging a production/special event of **name** on **date**. We are sure some parents/carers would like to take photographs/videos of the production. As you know we have a policy in place with regards to the taking, making and use of images and you will have previously signed a consent form stating whether your child could be photographed or filmed.

If you wish to take photos or videos at the production, there is a strong possibility that other children will also be included. We therefore need to ensure all parents/carers who have children in the production are happy for photographs and/or videos to be taken.

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social networks. This means that we can easily share our photos and video with family and friends.

Whilst this can be very useful to all of us, we must ensure that we protect and safeguard all children and staff, including those who do not want to have their images stored online. Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are:

- Once posted and shared online, an image or video can be copied and could stay online forever.
- Some people do not want their images shared online for personal or religious reasons.
- Some children and staff may have a complex family background, which means that sharing their image online could pose significant safeguarding risks and consequences.

In order to keep all members of the community safe we must all **think before we post** online.

At <**school/setting name**>we are happy for parents and carers to take photos and video of events for personal use, but we request that these images are not distributed or shared online; this is to protect all members of the community.

Please be aware that parents are not permitted to take photographs or to make a video recording for anything other than their own personal use for example, with a view to selling videos of an event.

Should any parent/carers not agree with their child being photographed, we will consider alternative options including:

- restricting who is involved in the production/special event
- staging specific photograph opportunities

Photographs of productions are ones which parent/carers tend to treasure; we will therefore only prohibit the use of cameras as a last resort. We hope you will support us in this.

We would, therefore, be very grateful if you would complete the slip at the bottom of this letter and return it by (date).

Yours sincerely

(Name)

Headteacher/Manager

Parental consent for images as part of group activity

I understand that whilst the school/setting has requested that parents only take and share images of their own children, it is possible that my child may appear in parents' photographs or videos.

I am / am not * happy for photographs/videos to be taken of the production/special event in which my child is due to appear on (date).

(*Please delete as appropriate)

Child's name: _____

Date: _____

Parent/Carer's Name: _____

Parent/carer's signature: _____

Child's Signature (if appropriate): _____

Template Broadcasting Letter and Form

Dear Parent/Carer

We are staging a [production/special event](#) on [date](#). This year, we will be sharing [event name](#) online. **List details of how this will be achieved, for example, it will be pre-recorded and shared online or live streamed, what platform will be used and any specific times.**

The recording will be available for **(insert details about the timeframes for the availability of recordings after the event or remove if it will be live streamed only).**

As you know we have a policy in place with regards to the taking, making and use of images and you have previously signed a consent form stating whether your child could be photographed or filmed.

We all enjoy and treasure images of our children. Whilst the use of technology to share and access images brings fantastic benefits, we must however ensure that we protect and safeguard all children and staff. Some children are at risk and **MUST NOT** have their image shared online and not all members of our community will know who they are.

In order to keep all members of the community safe we must all think before we share online. You can support us in keeping all children safe by: **(amend as appropriate)**

- Remembering images and videos shared with you by the [school/setting](#) are for your own or your family's personal use only.
- Thinking about who has the right to view or listen to the recordings, not only of your own child, but of others who will have been included as well.
- Considering whether or not to share this imagery online. If you choose to do so then you must make sure this is limited to immediate family only and not made publicly available.
- **Include any setting expectations around taking screenshots, private recordings and wider sharing of the broadcast**

If content is shared or accessed outside of our requested expectations, then we may restrict or prohibit access in the future. Photographs of special events are ones which parent/carers tend to treasure; we will therefore only prohibit access as a last resort. We hope you will support us in this.

We would, be very grateful if you would complete the slip at the bottom of this letter and return it by [\(date\)](#). If you need to discuss any of the points within this letter or have a related image use query, please don't hesitate to contact us to discuss further.

Yours sincerely

[\(Name\)](#)

[Headteacher/Manager](#)

Parental consent for children's images being broadcast online

I understand that **school/setting** will be broadcasting **event name** online.

The event will be broadcast/recording will be available via **insert details e.g. platform, how it can be accessed and specific times if it will be live streamed.**

I understand the broadcast will be accessible for **insert details about the timeframes for the availability and access to recordings after the event.** **Remove if live streaming only.**

I understand that the **school/setting** has requested that parents/carers:

- Do not share the link or related access information to broadcast events with anyone outside of the immediate family.
- **Include any expectations regarding taking screenshots, private recordings and wider sharing of the broadcast.**

I *am / am not* * happy for my child to be involved in the broadcast of production/special event on **(date)**.

(*Please delete as appropriate)

Child's name: _____

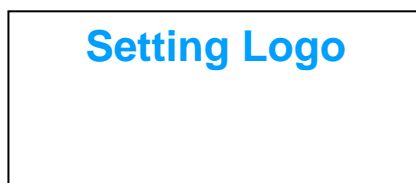
Date: _____

Parent/Carer's Name: _____

Parent/carer's signature: _____

Child's Signature (if appropriate): _____

Posters for Education Setting Use



<school/setting name> Guide to the Use of Images Online

Using Images Safely and Responsibly

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of sharing our images and videos to online social networks, such as Facebook, YouTube, WhatsApp and other websites. This means that we can easily share photos and video with family and friends quickly. Whilst this can be useful, we must however ensure that we all take steps to protect and safeguard children and staff, including those who do not want to have their images stored or shared online.

What should we all think about before posting any images or video online and are there any risks?

- Once posted and shared online any image or video can be copied and will stay online forever.
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen and dangerous consequences.
- Some children are at risk and **MUST NOT** have their image put online; not all members of the community will know who they are.

In order to keep all members of the community safe we must all '**think before we post**' online

At <school/setting name> we are happy for parents and carers to take photos and video of events for personal use but request that these images are not posted or shared online. This is to protect all members of the community.

We thank you for your support.

Further Information on the use of Images and video and online safety:

- Information Commissioner's Office: <https://ico.org.uk>
- NCA-CEOP: www.thinkuknow.co.uk/parents
- Get Safe Online: www.getsafeonline.org
- Childnet: www.childnet.com



Setting Logo

Respect and Care for the Whole Community when taking Photos and Videos

We are happy for parents and carers to take photos and video of their child at this event for personal use. We request that these images are not distributed or shared online if they contain other children, adults or staff without consent.

Sharing images of others online may put our community at risk.

Thank you for your support

Headteacher/Manager

Template consent form for using photographs of staff

The [school/setting](#) would like to use your photograph for staff recognition purposes. These images will appear on our internal intranet and/or website ([link](#)). To comply with UK General Data Protection Regulations (UK GDPR) and the Data Protection Act, we need your permission to use photographs of you. Please answer the question below, then sign and date the form where shown. We will not use the images taken, or any other information you provide, for any other purpose. Please return the completed form, even if you have chosen not to give your consent, to ([name of contact](#)).

School/Setting Name Staff Photograph Consent Form

Conditions of use

1. This form is valid for (**Include time frame details, for example, two years from the date of signing or for the time scale of a project only**). Your consent will automatically not apply to any other usage of the photos.
 2. Images must only be used in circumstances where consent has been given. Signed consent must be given for images to appear on the intranet and/or website (which is viewable by potentially anyone), or they cannot be published in this way.
 3. Under UK GDPR and Data Protection legislation your rights include:
 - a) Your consent (to the publication of your photo) can be withdrawn at any time (principle 1 of the Act)
 - b) Your photo will not be used for any other purpose without your further consent (principle 2 of the Act)
 - c) Your personal data will be accurately maintained and kept up to date (principle 4 of the Act)
 - d) Publication of your photo will cease, and all electronic copies will be deleted when you leave the setting (principle 5 of the Act)
- I have read and understood the conditions of use.
 - I confirm that I understand publication of my picture will mean that my picture will be viewable by those with access, alongside my job title and work contact details and I consent to such processing of my personal data.
 - I understand that if my picture and details are placed on the website and/or social media channels potentially this will be accessible by anyone in the world with internet access.

Please circle your answer

May we use your image on our:

- [School/Setting intranet/learning platform](#), accessible by the [school/setting](#) only?
- Display and notice boards, accessible by the [school/setting](#) only?
- Website, viewable by anyone in the world?
- Official social media channels ([list](#)), viewable by anyone in the world?

Yes / No

Yes / No

Yes / No

Yes / No

Name: _____

Signed: _____

Date: _____