



The Bellbird Primary School

School Photograph Policy

November 2020

(To be reviewed January 2023)

There are two issues regarding the taking of photographs and video recordings of children at school. These are:

Photographs or video recordings taken by or for the School itself, for use in prospectuses, marketing and publicity materials, websites, decorative posters etc. All such photographs are deemed to be covered by the Data Protection Act 2018 and EU GDPR 2018.

‘An image of a child is personal data for the purposes of the Act and it is a requirement that consent is obtained from the parent of a child under the age of 18 for any photographs or video recordings for purposes outside the school’s core educational function’.

Photographs or video recordings taken by the parents, relatives or carers, etc. usually of specific events such as School plays and performances and Sports Days. These, so long as they are for personal use, are not covered by the Act.

However they cannot be used for commercial purposes, published, posted on websites or in any way entered into the public domain without the express written permission of all those appearing.

The aim of this Policy is to address these two issues both with compliance to the EU GDPR and the Data Protection Act and also for Safeguarding purposes.

Consent will be required from parents as their child starts at The Bellbird School on their child’s Admission Form.

PHOTOGRAPHIC PERMISSION

I give my consent for photographs and video recordings to be made of my child and used to support teaching and learning and to be used in school literature. I understand that if the image can be viewed outside the school my child will not be named.
YES/ NO

I give my consent for images of my child to appear on the school website. I understand that images will not be named.
YES/NO

I give my consent for my child to be photographed by the press in connection with information about school activities. I understand that I will be asked for specific consent if the press wish to publish my child’s name with the photograph.
YES/ NO

I give permission for my child’s photo to be used on the schools Twitter account YES/NO

Signed Name

A short guide for parents will also be handed out to children started at The Bellbird.

The Headteacher or a senior member of staff will give clear guidance at the start of a school event on the use of photographs.

THE BELLBIRD PRIMARY SCHOOL

'Use Your Camera and Video Courteously'

A guide for parents who wish to photograph and/or video a school event

- Generally photographs and videos for school and family use are a source of innocent pleasure and pride which can enhance self-esteem for children and young people and their families. By following some simple guidelines we can proceed safely and with regard to the law.
- Remember that parents and carers attend school events at the invitation of the head and governors.
- The Headteacher and Governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The Headteacher and Governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own **personal use only**. This is a requirement in law. The Data Protection Act 2018 and EU GDPR 2018 considers an image of a child to be personal data for the purposes of the Act and does not permit such photos or videos to be sold, put on public display or to be put on the web/internet. (Recording or photographing other than for private use would require the consent of all the other parents whose children may be included in the images.)
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events.
- People that school staff do not recognise using a camera or video recorder, may need to have their identity ascertained.

The Bellbird Primary School



Information for Parents and Carers

Safe Use of Images in Schools and other Education Settings

Schools are required to seek parent's permission before taking images of children and young people up to the age of 18 and so parents are asked to sign a consent form.

The term images include photographs, video, website and mobile phone pictures

Unfortunately, photos of children can be misused so schools and other education settings are advised to adopt guidelines to prevent this from happening and to reflect the protective ethos of the school.

There will also be times when parents wish to take images of their children at a school event

The school will let parents know when and where they (the parents) may take images and keep them for their own personal use

Parents are asked not to distract or interrupt events by taking images

There may be a special photo opportunity or a chance to buy an official photo or video

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Parents are asked to agree to use any images responsibly

Sometimes the media wish to take images of children at school. The school will get express consent for any images to be used.

Any external photographer will have their organisation checked and photo or video sessions will be properly supervised.

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The safe use of images can be a source of pleasure and pride and a valuable record of the achievements of your child

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If you have any queries please speak to a member of school staff

This leaflet has been produced to help parents, school and staff protect their children

Thank you for your co-operation.