



Meadowfield School Image Use Policy



Key Details

Policy written by: Matt Arnold, ICT Network Manager

Approved by Governing Body on: 9 October 2020

Date to be reviewed: September 2020

School/Setting Data Controller: Simona Uberti, Finance and Business Services Director

School/Setting Designated Safeguarding Lead (DSL): Dan Zaccheo, Deputy Principal

Governor with lead responsibility: Yve Cherry

Scope and aims of the policy

1. This policy seeks to ensure that images and videos taken within and by Meadowfield 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, screening, searching and confiscation 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 and video content.
5. All images taken by Meadowfield 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 (Simona Uberti, Finance and Business Services Director) supported by the Designated Safeguarding Lead (Dan Zaccheo, Deputy Principal) 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/Videos of Children

Parental consent

7. Written permission from parents or carers will always be obtained before images and/or videos of children are taken, used or published.
8. Written parental consent will always be sought to take and use photographs 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 Meadowfield 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, usually annually but specific permissions may be sought where deemed necessary.
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 and videos

12. All images taken and processed by or on behalf of the Meadowfield School will take place using school/setting provided equipment and devices.
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 photography/image 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. Dan Zaccheo, Deputy Principal, will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives, iPads 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's network. Images will in Meadowfield 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 photograph
 - Should permission be given to take any images off site, all relevant details will to be recorded, for example who, what, when and why. Images will be kept securely for example with appropriate protection.

17. Any memory stick, CD or storage 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.
18. 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.
19. Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
20. Meadowfield School will ensure that images are always held in accordance with the General Data Protection Regulation (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
21. Photographs 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 be taken of any images without relevant authority and consent from the DPO and/or DSL and the parent/carers.

Safe Practice when taking images and videos

22. 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.
23. Meadowfield School will discuss the use of images with children and young people in an age appropriate way.
24. A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
25. Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas etc.
26. 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 and videos

27. Children's full names will not be used on the Meadowfield School website or other publication, for example newsletters, social media channels, in association with photographs or videos.
28. Meadowfield 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.

Usage of apps/systems to share images with parents

Meadowfield School uses Seesaw to upload and share images of children with parents.

29. The use of the system has been appropriately risk assessed and Meadowfield School has taken steps to ensure all data stored is held in accordance with GDPR and the Data Protection Act.

- 30. Images uploaded to Seesaw will only be taken on Meadowfield School devices.
- 31. All users of Seesaw are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems after use etc.
- 32. Parents/carers will be informed of the expectations regarding safe and appropriate use (e.g. not sharing passwords or copying and sharing images) prior to being given access. Failure to comply with this may result in access being removed.

Use of photos and videos of children by others

Use of photos and videos by parents/carers

- 33. Parents/carers are permitted to take photographs or video footage of events for private use only.
- 34. Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
- 35. The opportunity for parents/carers to take photographs and make videos can be reserved by Meadowfield School on health and safety or safeguarding grounds.
- 36. Parents/carers are only permitted to take or make recording within designated areas of Meadowfield School. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- 37. The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- 38. Parents may contact Dan Zaccheo, the Meadowfield School Designated Safeguarding Lead to discuss any concerns regarding the use of images.
- 39. Photos and videos taken by Meadowfield 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 photos/videos by children

- 40. Meadowfield School will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc.
- 41. The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within Meadowfield School's Online Safety Policy.
- 42. 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.
- 43. Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.


44. Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
45. Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed. For example, they will be for internal use by Meadowfield School only and will not be shared online or via any website or social media tool.
46. Photos taken by children for official use will be carefully controlled by Meadowfield School and will be checked carefully before sharing online or via digital screens.

Use of images of children by the media

47. 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.
48. 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.
49. The identity of any press representative will be verified, and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
50. 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 volunteers

51. External photographers who are engaged to record any events official will be prepared to work according to the terms of Meadowfield School's Online Safety Policy.
52. External photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
53. Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
54. External photographers will not have unsupervised access to children and young people

 School Policy Approved by Leadership Team	
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Next Review	Date: October 2021