Blackpool Gateway Academy

Use of Digital and Video Images Policy

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The development of digital imaging technologies has created significant benefits to learning, allowing staff and students/pupils instant use of images that they have recorded themselves or downloaded from the internet.

Staff, parents/carers and students/pupils need to be aware of the risks associated with publishing digital images on the internet as such images may provide avenues for cyberbullying to take place.

Digital images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. It is common for employers to carry out internet searches for information about potential and existing employees. The school will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm.

When using digital images, staff should inform and educate students /pupils about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites

Written permission from parents or carers will be obtained before photographs of students/pupils are published on the school website/social media or in the local press. This is covered in the AUP signed by parents or carers at the start of the academic year (Appendix 1).

In accordance with guidance from the Information Commissioner's Office, parents/carers are entitled (unless otherwise instruction for reasons of safety) to take videos and digital images of their children at school/academy events for their own personal use (as such use in not covered by the Data Protection Act). To respect everyone's privacy and in some cases protection, these images should not be published/made publicly available on social networking sites, nor should parents/carers comment on any activities involving other students/pupils in the digital/video images

Students/pupils must not take, use, share, publish or distribute images of others

Staff and volunteers are allowed to take digital/video images to support educational aims, but must follow school academy policies concerning the sharing, distribution and publication of those images:

- Images should only be taken on school/academy equipment and personal equipment of staff should not be used for such purposes.
- Care should be taken when taking digital/video images that students/pupils are appropriately dressed and are not participating in activities that might bring the individuals or the school/academy into disrepute.
- Photographs published on the website, or elsewhere that include students/pupils will be selected carefully and will comply with good practice guidance on the use of such images.
- Student/Pupil full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Student/Pupil work can only be published with the permission of the student / pupil and parents or carers.

Personal data will be recorded, processed, transferred and made available according to the Data Protection Act 1998 which states that personal data must be:

• Fairly and lawfully processed

 • Processed for limited purposes

 • Adequate, relevant and not excessive

• Accurate

• Kept no longer than is necessary

 • Processed in accordance with the data subject's rights

 • Secure

• Transferred to others with adequate protection.

Gateway Academy will ensure that:

- It will hold the minimum personal data necessary to enable it to perform its function and it will not hold it for longer than necessary for the purposes it was collected for.
- Every effort will be made to ensure that data held is accurate, up to date and that inaccuracies are corrected without unnecessary delay.
- All personal data will be fairly obtained in accordance with the "Privacy Notice" and lawfully processed in accordance with the "Conditions for Processing".
- It has a Data Protection Policy
- It is registered as a Data Controller for the purposes of the Data Protection Act (DPA)
- Responsible persons are appointed / identified - Senior Information Risk Officer (Principal) and Information Asset Owners (Academy Council/Trust)
- Risk assessments are carried out
- It has clear and understood arrangements for the security, storage and transfer of personal data
- Data subjects have rights of access and that there are clear procedures for this to be obtained
- There are clear and understood policies and routines for the deletion and disposal of data
- There is a procedure for reporting, logging, managing and recovering from information risk incidents
- There are clear Data Protection clauses in all contracts where personal data may be passed to third parties
- Procedures regarding the use of external storage including cloud storage/cloud computing ensure that such data transfer and/or storage meets the requirements laid down by the Information Commissioner's Office. Staff must ensure that they transfer sensitive data securely e.g. using password protection and/or encryption.
- At all times take care to ensure the safekeeping of personal data, minimising the risk of its loss or misuse.

- Personal data is used only on secure password protected computers and other devices, ensuring that they are properly "logged-off" at the end of any session in which they are using personal data.
- Data is transferred using encryption and secure password protection devices. When personal data is stored on any portable computer system, memory stick or any other removable media
- Device/s offer approved virus and malware checking software
- Data is securely deleted from the device, once it has been transferred or its use is complete

Appendix 1

Acceptable Computing Use Policy Permission

We use the schools computers and Internet connection for learning.

These rules will help us to be fair to others and keep everyone safe.

Using computers:
- I will ask permission before entering any website, unless my teacher has already approved that site.
- On a network, I will only use my own login and password, which I will keep secret.
- I will not look at, change or delete other people's files.
- I will not bring Cds or Data devices (USB sticks) to school without permission.
- I will only use the computers for school work and homework.

Using e-mail:
- I will only email people I know, or who my teacher has approved. The messages I send will be polite and sensible.
- When sending emails, I will not give my home address or phone number to anyone or arrange to meet them.
- I will ask permission before opening an email attachment sent by someone I do not know.
- I will not use internet chat rooms.
- If I see anything I am unhappy with or receive messages I do not like, I will tell a teacher immediately.

Using the internet:
- I will ask permission from a teacher before using the internet.
- I will report any unpleasant material to a teacher immediately because this will help protect other pupils and myself.
- I understand that the school may check my computer files and may monitor the internet sites I visit.
- I will not give my full name, home address or telephone number when completing forms.

I understand that if I deliberately break these rules, I could be stopped from using the internet and computers.

Parent/Carer's Consent for Internet Access

I have read and understood the school 'Email and Internet Use Good Practice rules for Computing users' document and give permission for my son/daughter to access the internet. I understand that the school will take all reasonable precautions to ensure pupils cannot access inappropriate materials. I understand that the school cannot be held responsible for the nature or content of materials accessed through the internet. I agree that the school is not liable for any dangers arising from the use of the internet facilities.

Pupil agreement for Responsible E-mail and Internet Use Foundation Stage & Key Stage 1

To stay safe when we are using the computers:

 • I will ask a teacher or suitable adult if I want to use the computers / tablets

 • I will only use activities that a teacher or suitable adult has told or allowed me to use

 • I will take care of the computer and other equipment

 • I will ask for help from a teacher or suitable adult if I am not sure what to do or if I think I have done something wrong

 • I will tell a teacher or suitable adult if I see something that upsets me on the screen

 • I know that if I break the rules I might not be allowed to use a computer / tablet

Pupil:_____Class:_____

I have read and understood the school 'Email and Internet Use Good Practice rules for Computing users' document. I will use the computer system and the Internet in a responsible way and keep these rules at all times.

Pupil signature _____ Date: _____

Parent/Guardian signature: _____Date: _____

KS2

Acceptable Computing Use Policy Permission

We use the schools computers and Internet connection for learning.

These rules will help us to be fair to others and keep everyone safe.

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- On a network, I will only use my own login and password, which I will keep secret.
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- I will only email people I know, or who my teacher has approved. The messages I send will be polite and sensible.
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Pupil agreement for Responsible E-mail and Internet Use Key Stage 2

Please complete, sign and return this form to the school office to show that you have read, understood and agree to the rules included in the Acceptable Use Agreement.

I have read and understand the above and agree to follow these guidelines when:

- I use the school systems and devices (both in and out of school)
- I use my own devices in the school / academy (when allowed) e.g. mobile phones, gaming devices USB devices, cameras etc.
- I use my own equipment out of the school in a way that is related to me being a member of this school eg communicating with other members of the school, accessing school email, VLE, website etc.

Pupil:_____Class:_____

I have read and understood the school 'Email and Internet Use Good Practice rules for Computing users' document. I will use the computer system and the Internet in a responsible way and keep these rules at all times.

Pupil signature _____ Date: _____

Parent/Guardian signature: _____Date: _____

Online Safety

- If you feel you are being bullied by email, text or online within school, contact a member of staff.
- Never send any bullying or threatening messages. Anything you write and send could be read by an adult.
- Serious bullying should be reported to the police - for example threats of a physical or sexual nature.
- Keep and save any bullying emails, text messages or images.
- If you can, make a note of the time and date bullying messages or images were sent, and note any details about the sender.
- Contact the service provider (mobile phone company or your internet provider) to tell them about the bullying. They may be able to track the bully down.

- Use blocking software - you can block instant messages from certain people or use mail filters to block emails from specific email addresses.
- **Don't** reply to bullying or threatening text messages or emails- this could make matters worse. It also lets the bullying people know that they have found a 'live' phone number or email address. They may get bored quite quickly if you ignore them.
- **Don't** give out your personal details online - watch what you say about where you live, the school you go to, your email address etc. All these things can help someone who wants to harm you build up a picture about you.
- **Don't** forward abusive texts or emails or images to anyone. You could be breaking the law just by forwarding them. If they are about you, keep them as evidence. If they are about someone else, delete them and don't reply to the sender.
- **Don't** ever give out passwords to your mobile or email account.
- **Remember** that sending abusive or threatening messages is against the law, even on social networking sites (Twitter, Facebook etc.).

Adapted from Anti Bullying Network

http://www.antibullying.net/

Current Legislation

Data Protection Act 1998 - http://www.legislation.gov.uk/ukpga/1998/29/contents

Computer Misuse Act 1990 - http://www.legislation.gov.uk/ukpga/1990/18/contents

Appendix 3

PHOTOGRAPH PERMISSION FORM

Recent changes to data protection rules mean that sometimes we must ask for your permission when we want to use and share your child's personal information and photograph. Please discuss this with your child and ensure that they are aware of this.

Throughout the year there will times when we, Blackpool Gateway Academy, would like to take photographs of pupils during school events. We might decide to share some of these photographs on our school website and our social media accounts, **but we will only do this if we have your permission do so**.

The local media often publish photographs of pupils, taking part in special events and celebrating their achievements and successes through school, in their newspapers and on their websites. We will **not** share photographs of your child with the local media unless you have agreed to have your child's photograph taken for this specific purpose and clearly given us your permission to do so.

We would like you to let us know if you are happy for your child's photograph to be taken and shared on our website and social media feeds by ticking the boxes below.

You can also let us know if you would be happy for your child's photograph to be used in the local media by ticking the boxes below.

It is ok if you do not want your child's photograph to be used or shared, you can leave the tick boxes below empty.

It is ok if you change your mind – Just let us know that you do not want us to use or share your child's photograph.

School and Social Media Photograph Permission

☐ I give my permission for my child's photograph to be taken during school events.

I give my permission for Blackpool Gateway Academy to use/share my child's photograph on/in their:

☐ School website and official social media platforms

☐ School publications (newsletters, prospectus, etc.)

Local Media Photograph Use and Sharing Permission

☐ I am happy for my child's photograph to be published in the local media

☐ I give my permission for my child's photograph to be shared with the local media

PLEASE COMPLETE THE SECTION BELOW AND HAND THIS FORM TO YOUR CHILD'S CLASS TEACHER.
WE NEED YOU TO DO THIS SO WE CAN IDENTIFY THE PUPIL AND WE CAN KEEP A RECORD OF YOUR CHOICES.

NAME OF CHILD: _____

CHILD'S CLASS: _____

PARENT/CARER SIGNATURE: _____

DATE SIGNED: _____