

St Nicholas School Acceptable Image Use Policy (Internet Safety Policy - Appendix B)

Policy written by: Stephen King, Deputy Headteacher/Online Safety Co-ordinator

Approved by Chairperson's Action 4 May 2021

Date to be reviewed: Annually

School Data Controller: Daniel Lewis (Headteacher) on behalf of St Nicholas School

School Designated Safeguarding Lead (DSL): Daniel Lewis (Headteacher)

Governor with lead responsibility: Heidi Dawson

Official use of Images/Videos of Children by the School

Scope and aims of the policy

- This policy seeks to ensure that images and videos taken within and by St Nicholas School are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff, 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.
- This policy must be read in conjunction with other relevant school policies including (but not limited to) safeguarding, anti-bullying, positive behaviour support, data security/protection, image use, Acceptable Use Policies, confidentiality and relevant curriculum policies including computing, Personal Social and Health Education (PSHE), Citizenship and Sex and Relationships Education (SRE).
- This policy applies to all images (including still and video content) taken by the school.
- All images taken by the school will be used in a manner respectful of the eight Data Protection Principles (Data Protection Act 1998). This means that images will be:
 - fairly and lawfully processed
 - processed for limited, specifically stated purposes only
 - used in a way that is adequate, relevant and not excessive
 - accurate and up to date
 - kept on file for no longer than is necessary
 - processed in line with an individual's legal rights
 - kept securely
 - adequately protected if transferred to other countries
- The Data Controller/DSL and Management team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of the School Image Use Policy.

Parental Consent

- Written permission from parents or carers will always be obtained before images/videos of children are taken, used or published by the school.
- 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.
- 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.
- Parental permission will be sought on an agreed basis (on entry to school and as major events occur).

- 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.
- Pupils do not have permission to take any images of or with other pupils e.g. on the school premises or during school activities. Our pupils (including those over 16) all have their own learning and social needs meaning that they do not understand all the complex issues or risks involved with the taking and distribution of photographs (particularly when many pupils/families have reasons why they cannot be involved in personal or educational images). As such, we do not allow pupils to take images of their own on their own devices or cameras – if pupils wish to have an image taken, staff must be asked to take it (as they will be aware of any of the potential permission issues that may be present), if there are no permission concerns then the photograph will be taken.

Safety of Images and Videos

- All images taken and processed by or on behalf of the school will take place using school provided equipment and devices e.g. school cameras, iPads etc. If staff groups are out of school on residential visits staff may, if no school device is available, take image or video footage of the activity but this must be removed within 24 hours of returning and they are responsible for the safe management and data protection responsibilities for the image(s) always acting within the scope of the school policies for Staff Code of Conduct, Data Protection, Internet Safety, Confidentiality and Child Protection.
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- 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.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (ICT Systems Management) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All images will remain on site at all times, unless prior explicit consent has been given by the DSL.
- Should permission be given to take any images off site then all relevant details will be recorded, for example who, what, when and why and data will be kept securely (e.g. with appropriate encryption).
- Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably encrypted and permanently deleted after use.
- The DSL/ICT Systems Managers reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Only official school owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras or mobile phones to take images by staff is prohibited at all times.¹
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use.
- The school will ensure that images always are held in accordance with the Data Protection Act 1998 and suitable child protection requirements (if necessary) are in place.
- 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 Data Controller and/or DSL and the parent/carers.
- *If personal devices are used in emergency circumstances, this must be discussed with an approved by the Designated Safeguarding Lead and be within agreed boundaries/procedures and be within the scope of the Data Protection legislation and school policy, to ensure that all staff and pupils are appropriately safeguarded from harm or potential allegations.*

Publication and sharing of images and videos

- Images or videos that include children will be selected carefully for use e.g. only using images of children who are suitably dressed.
- Images or videos that include children will not provide material which could be reused.
- Children's' full names will not be used on the website or other publication (e.g. newsletters, social media channels) in association with photographs or videos. Images of individual children will not be accompanied by any part of their name, to reduce the risk of identification. Images of groups of children may include forenames, but surnames will not be used to reduce the risk of identification.
- 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.

Usage of apps/systems to share images with parents

- The school uses Google Images/Docs or Microsoft Sharepoint/Onedrive to upload and share images of children with parents in certain circumstances.
- The use of the system has been appropriately risk assessed and the governing body/headteacher/manager/proprietor has taken steps to ensure all data stored is held in accordance with the Data Protection Act 1998 (as above).
- Images uploaded will only be taken on school devices.
- All users of the systems are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems after use etc.
- Parents/carers will be informed of the school 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.

Safe Practice when taking images and videos

- 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.
- The school will discuss the use of images with children and young people in an age appropriate way.
- 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.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc

Use of Closed-Circuit Television (CCTV)

- All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.
- 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.
- 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.
- CCTV cameras will be appropriately placed within the school.

Use of Webcams

- Parental consent will be obtained before webcams will be used within the school environment for curriculum or educational purposes.
- All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

- For guidance around live-streamed lessons and home learning programmes please see Online Learning Appendix of the Internet Safety Policy.

Use of Images/Videos of Children by Others

Use of Photos/Videos by Parents/Carers

- Parents/carers are permitted to take photographs or video footage of events for private use only – in order to do this they will agree/sign to abide by this policy on each occasion.
- Parents/carers who are using photographic equipment must be mindful of others (including health and safety concerns) when making and taking images.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.
- Parents/carers are only permitted to take or make recording within designated areas of the school. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the school DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents should not be shared elsewhere (e.g. posted on social media site), 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

- The 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 (e.g. unsupervised areas, toilets etc.).
- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the school mobile phone and/or online safety policy.
- 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.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 1998.
- 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 by the school e.g. will be for internal use by the school only (not shared online or via any website or social media tool).
- Photos 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.
- Still and video cameras provided for use by children and the images themselves will not be removed from the school.
- Pupils do not have permission to take any images of or with other pupils e.g. on the school premises or during school activities. Our pupils (including those over 16) all have their own learning and social needs meaning that they do not understand all the complex issues or risks involved with the taking and distribution of photographs (particularly when many pupils/families have reasons why they cannot be involved in personal or educational images). As such, we do not allow pupils to take images of their own on their own devices or cameras – if pupils wish to have an image taken, staff must be asked to take it (as they will be aware of any of the potential permission issues that may be present), if there are no permission concerns then the photograph will be taken.

Use of Images of Children by the Media

- 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.

- 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 (e.g. first names only) will be published along with images and videos.
- 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.
- 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 school is to be considered to have acted in good faith.

Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school e-Safety policy.
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people.

St Nicholas School, Canterbury - 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 adding our images and videos to our online social networks, such as Facebook, YouTube and many other websites. 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 we protect and safeguard all children and staff, including those who do not want to have their images stored 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 children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.
- 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 consequences.
- Therefore in order to keep all members of the community safe we must all **'Think Before We Post'** Online

At St Nicholas School we are happy for parents and carers to take photos and video of events for personal use but request that these images are not distributed or put online. This is to protect all members of the community – this position is constantly under review and may be altered should this request be ignored.

We thank you for your support

Further Information on the Use of Images and video:

- Information Commissioner's Office: <https://ico.org.uk/for-organisations/education/>
- Think U Know: www.thinkuknow.co.uk/parents
- Get Safe Online: www.getsafeonline.org

Adapted from resources developed by the Hertfordshire Schools' e-Safety Team