

Buckden C.E. Primary School

Together Everyone Achieving More



Introduction

Buckden CE Primary School welcomes positive publicity. Children's photographs add colour, life and interest to articles promoting the school activities and initiatives. Making use of photographs for the school in publicity materials (in all forms) increases pupil motivation and staff morale and helps parents and the local community identify and celebrate the schools achievements.

The Governors and staff of the school recognise that photographs have to be used in a responsible way. We respect the children's and parents rights of privacy and we are, as a community, very aware of any potential safeguarding and child protection issues. The aim of the schools policy is to minimise the risks in relation to the use of photographs in school publicity materials, on its website and in local newspapers. To this end all parents will receive a copy of the policy and parental consent (Appendix 1) will be secured for the use of photographs and filming.

Data Protection Act

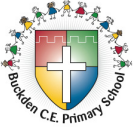
Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1988. Therefore, using such images for publicity purposes will require the consent of either the individual concerned or in the case of pupils, their legal guardians. This means that without the consent images of pupils or staff on websites, in publications or in a public place may not be displayed. The definition of a public place includes areas where visitors to the school have access.

Pupil Images in School Publicity Material

- If a child is named - no photograph will be used.
- If an individual photograph is used - no name shall be given.
- Only images of children suitably dressed will be used.
- In activities such as dance and gymnastics the content of the photograph will focus on the activity and not on a particular child.
- No image of a child subject to a court order will be used.
- Images will be stored securely and used only by those authorised to do so.
- Photographs of children who have left the school will not be used without additional consent and prior agreement.
- Staff will not store photographs on CD's, Memory Sticks or external hard drives - all photos are to be kept on the secure server in school and accessed through 'synchronisation' on the laptops.

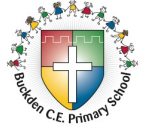
Implementation

The implementation of the policy is the responsibility of all staff. The office administration team will manage the data regarding pupils without consent. The Resources Manager will be responsible for updating photographs of staff around school. The Head teacher and Learning Platform Manager are responsible for updating the website photographs. The Head teacher is responsible for updating the publicity materials. The school office will maintain a 'Photo Consent Folder' in the office to be updated annually.



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Website: www.buckden.cambs.sch.uk

- Consent will be obtained for such cases.
- Care shall be taken to ensure that a file name of a photograph does not identify a child.
- The same restrictions apply as with photographs stored on the server and used in school.

Newspapers

- For all photographs names will only be supplied if prior permission has been obtained on the consent form.
- Please note that some newspapers will refuse to publish photographs without a name and as such children may need to be omitted from these photographs (if permission not given).

Photography & Filming at Events

- Registration will be required from every parent and carer wishing to use photographic equipment at concerts, productions, parents assemblies etc. prior to the event - see Appendix 2.
- Registration forms will be made readily available before the event.
- Some events may be classed as 'no filming' and notice will be given to parents.
- Some events may be filmed by school staff and DVD's sold for school fund raising.
- All visitors will be expected to turn off camera phones on entering the school.
- Parents or any other spectator will be required to inform the school if they wish to use photographic equipment.
- In certain circumstances a 'designated area' for filming may be identified.
- If a commercial photographer is used:
 1. a clear brief on appropriate content and behaviour will be provided
 2. identification will be worn at all times
 3. parents will be informed that a photographer will be in attendance
 4. there will be no unsupervised access to children in one-to-one filming sessions
 5. no photography or filming will be allowed outside the realms of the event.

School Archive

The school now maintains an archive of old photographs on CD's and the school network. These photographs are not for general circulation but may form part of future displays or exhibitions. These may be viewed by parents on request and copies may be requested at a nominal charge.

For some events photographs are displayed for parents and may be sold to boost school fundraising - this is managed by the Resources Manager and Learning Platform Manager. This also gives parents an opportunity to buy photographs of their own children taking part in school events.



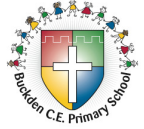
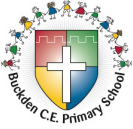
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Appendices

- Appendix 1 Consent Form
- Appendix 2 Registration Form



Buckden CE Primary School

Consent Form - Safe Use of Photographs in School

This form will be effective during the whole of your child's time at Buckden CE Primary School. If at any time you change your mind a new form can be requested, completed and returned to school.

If this consent form is not returned by the end of September, the school shall assume that you consent to your child being photographed as detailed below.

I consent to my child being photographed by a photographer authorised by the school (staff and professional) - Please tick all that apply to your preferences

FOR PUBLICATION IN SCHOOL PUBLICITY MATERIALS (E.G. THE SCHOOL BROCHURE,
INDUCTION MEETINGS)

FOR USE ON THE SCHOOL WEBSITE

FOR PUBLICATION IN LOCAL PRESS IN A GROUP OVER 10 PUPILS

FOR PUBLICATION IN LOCAL PRESS IN A GROUP UNDER 10 PUPILS

WITH NAME

WITHOUT NAME

Child's Name: _____

Parent/Carer Name (PRINT): _____

Signed: _____

Date: _____

PLEASE NOTE:

Camera Phones are not permitted for use in school at any time by staff, pupils or parents.

