



Chater Infant School

**An exceptionally high performing
professional and learning culture creating
excellent achievement for all.**

Safer Use of Images Guidance

Rights Respecting School Agenda

We have the right to go to school
We have the right to learn.

Article 3 - The best interests of the child must be a top priority in all actions concerning children
Article 28 - Every child has the right to an education (from the National Convention on Rights of
the Child)

***This policy will be equality impact assessed with regard to disability, gender and race
at the time of review and issues arising will be carried forward into the equality action
plan.***

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Section 1: General guidance for all county council staff

Using a commercial image library

If the image is from a commercial image library, there is usually quite a bit of flexibility about how it can be used. At Chater Infant School we endeavour to check in case there are restrictions, as some will not be usable for social services issues or for publicity larger than A3 size (posters, billboards etc).

Data Protection

The Data Protection Act places certain duties on us to ensure that we have relevant consent to take and publish images and that we keep all data secure.

At Chater Infant School we check whether there are reasons that a particular person cannot be photographed or identified, especially if it is a child.

We obtain the permission of all the people who will appear in a photograph, video or webcam image before we record the footage. That means children as well as adults.

At Chater Infant School practitioners regularly take photos of children for observation and assessment purposes, for example, to put in learning journals and books. Parents are asked to sign a permission statement on the school admission documents (Appendix 1). There will be a notification attached to the learning journals for parents/carers asking them not to reproduce images or to use them on social media as well as a notice regarding the Data Protection Act. Parents are given, with other starting school documents, a copy of the Chater Infant School Guide to the Safe Use of Images which includes the Chater Infant School Safe Image statement;

“At Chater Infant School we are happy for parents and carers to take photos and video of the school production for personal use but request that these images are not distributed or put online. This is to protect all members of the school community”

If we are taking images at an event attended by large crowds, such as a sports event, this may be regarded as a public area so we do not need to get the permission of everyone in a crowd shot. However, there is no guidance on this from the Information Commissioner. Individuals do not have rights over the commercial use of their images in the UK, however there may be data protection issues to consider in terms of identification. We would usually try to avoid using such images and use a library image instead or ensure that we have completed consent forms for every identifiable person in the picture.

It is a requirement of the Data Protection Act that we safeguard our images (both digital and hard copies) by storing them securely and only allow use by those authorised to do so. When we are finished with images, we destroy or delete them.

If you hold copies of images on file, we can't release these without up-to-date consent forms. **We take care with images that are archived.** An image taken at a specific time and in specific circumstances can not necessarily be used again at a later date or in a different context. Doing so could result in legal action.

When publishing images of children and young people, we follow these guidelines:

- If you publish their picture, do not publish a name
- If you publish their name, do not publish a picture
- Do not publish full names, addresses or e-mail addresses
- Do not publish individual close-up portraits
- When publishing pupils' work simply label it as by '*John in Year 3*'
- Give staff the opportunity to request that their contact information is not included in any published material

Consent

When taking images, ensure you have written permission to **take** and **publish** the images before you start. This permission should cover:

- How the image will be used
(i.e. for a one-off article or as a general resource that could appear in a number of contexts)
- How it will NOT be used
(i.e. alongside articles or text that are of potentially sensitive or offensive subjects)
- Where it will be used / who will it be available to
(i.e. in internal/public-facing printed newsletters, on the web, in a DVD, in local and/or national media, in exhibitions etc.)
- How long it will be used for
(i.e. once only, for 2 years, 3 years, indefinitely etc. Be mindful that people's circumstances change and it can become inappropriate to continue to use a photo)

Please see **appendix 1** for the pupil consent form and **appendix 2** for the staff consent form that we use at Chater Infant School.

For children under 18 years old, the form should be completed by a parent or guardian. Consent forms are also obtained for adults, particularly if they are considered 'vulnerable', for example those with learning disabilities. The parent/guardian or social worker may give written consent in these circumstances.

We are aware that some people may require help to understand and complete a consent form, need the information translated into a different language or have it supplied in a different format.

Completed consent paperwork is kept on file for the duration of the time the image is being used. Once this time is up, the image is destroyed.

We do not use an image unless we know that we have permission to do so. If we are unsure, we would use an alternative.

Copyright

Copyright law applies to almost everything, and can be complex and ambiguous. A few basic points are listed below:

- Copyright automatically belongs to the person who created the work. In the UK it does not need to be registered. Take care with any images you release to the media, it is your responsibility to check with the owner of the copyright that it is OK to use them.
- Freelance workers (e.g. a commissioned photographer) own the copyright. However if you have commissioned the work, you own the moral rights, which means you can restrict public use. Always get freelance workers to sign a copyright agreement which assigns the rights to you, or provide a license for you to use the images for the purposes you have in mind
- If the image is created by a council employee during their work time, copyright rests with Hertfordshire County Council
- If you are using someone else's image you must get their written permission, and always credit the artist
- Images are protected for the lifetime of the creator and for 70 years after his/her death
- Downloading images from the internet and using them on your school/company website without the copyright owners consent may breach copyright laws, and could be considered a criminal offence, leading to heavy fines. Be aware that picture agencies and photographers are increasingly using software to track their images.
- If you put something on the web, you must obtain electronic global broadcasting rights from the owner of the copyright.

Context

We are careful about the context in which we use an image, especially if it is of children.

We use the following guidelines:

- If you're using it for publicity specifically related to an event, there should be little problem as long as the relevant consents have been obtained.
- For information that covers sensitive areas (e.g. abuse, bullying, domestic violence, alcohol/drug related issues, mental illness etc), always use a library picture. Using pictures of real children alongside these subjects could result in legal action by parents / carers.
- Do not use a photo in a context that is different to that stated on the consent form.
- Ensure that images cannot be construed as being provocative.
- When taking/using images, be representative of diversity by reflecting gender, race and disability.

New media

'New media' describes anything that relies on digital technology or computerised methods of communication, for example the internet, email, electronic kiosks, multimedia CD-Roms, mobile phones, podcasts, webcams etc.

New media is becoming more widely used; along with this increased use comes an increased responsibility to consider how we use images safely within the new technology.

The information shared by new media is more accessible than in non-digital formats; it is easy for people to amend, manipulate or copy images, which makes them more open to abuse. As such we must be more vigilant than ever about obtaining the relevant consent to publish images, how we publish them and monitoring their use.

If we plan to use an image in any form of new media, we would obtain electronic global broadcasting rights from the owner of the copyright and ensure that the consent form states that the image will be used in digital formats, including the web.

If we are publishing on the web we do not use an image that has been uploaded onto the system by someone else without checking with the original publisher/owner that the relevant permissions have been obtained. If we notice that an image has been used without permission, refer the issue to the Knowledge Management Unit (ext 28038).

We would not pixellate (blur) an image in order to obscure the face of the person in it – we use an alternative picture.

Disability Discrimination Act (DDA)

When using images in new media, we must comply with the DDA. The DDA applies to everyone who provides a service to the public. Service providers must ensure that they do not discriminate against disabled persons when using new media images. In order to comply with the DDA, we will need to ensure that all images have meta-tags and that we do not overlay a photo with text. For further advice, we would contact our communications team.

Releasing images to the media

The legislation governing whether or not the media can publish an image is complicated and ambiguous. If we are in any doubt about having an image published, we would not release it to the media.

If we do release an image to the media, we are aware that we are responsible for checking that all the relevant written consents have been obtained for the people in it and the owner of the copyright agrees to the image being published. If the media publishes an image we have supplied and the consents have not been obtained, we understand that responsibility falls to us.

The laws surrounding this issue are becoming stricter, especially for pictures of children. We are extremely cautious not to release any pictures of children who are in care, under wardship or involved in family law cases. The legal implications are serious.

If we are any doubt, we would contact the Hertfordshire County Council press office for advice.

Image library

The county council now has an image library containing a wide variety of images that can be used for presentations, leaflets, newsletters etc.

You can find the image library at <https://dab.hertsccl.gov.uk>

The images have been checked for copyright and image use permissions so they can be used with confidence. The information accompanying each image lists the conditions of use and we make sure that we stick to these.

If we were uploading images to the library, we make sure we have the permission of the copyright holder and any person shown in the image. We also record the copyright and image use information with the file so other users can clearly see any restrictions on using the image.

For more information on the image library go to <https://connect.hertsccl.gov.uk/connect/news/images/imagelib/?view=connect>

Section 2: Additional guidance for schools only

In addition to the general guidance given in the first section of this document, we at Chater Infant School also consider the following information to help us meet the requirements of the law whilst avoiding unnecessary restrictions.

The filming and photographing of children in schools is becoming an increasingly complex issue – especially as the spread of information and images via websites and the internet is getting faster and more difficult to control.

Newer technologies can be very positive tools in helping children's development. Explaining this to parents can help them understand why they are being introduced into schools.

More guidance for schools is available on the Hertfordshire Grid for Learning website (HGfL).

Backing of the board of governors

Ultimate responsibility for decisions made about images lies with the headteacher, and we understand that we need to get the backing of the board of governors in whatever policy the head decides to take.

We plan well in advance and give enough time to communicate with parents/carers (and external agencies where necessary) before taking or publishing photos or holding events where filming/photography might be an issue.

The Data Protection Act 1998

The Information Commissioner's Office has issued good practice guidance for schools, colleges and universities, giving advice on taking photographs in educational institutions and the Data Protection Act.

The Data Protection Act is unlikely to apply in many cases where photographs are taken in schools. Fear of breaching the Act should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure.

Photographs taken purely for personal use are exempt from the Data Protection Act. This means that parents, friends and family members can take photographs for the family album of their children and friends participating in school activities and can film events at school.

However, photos taken for official school use may be covered by the Act. Pupils and students should be advised why they are being taken and they cannot be released without consent.

Some examples

- Identity passes – these are for official school use and are likely to be stored electronically with other personal data and the terms of the Act will apply.
- Photos taken of pupils in lessons, for example for the school prospectus, will be classed as personal data but will not breach the Act as long as the children and/or their guardians are aware this is happening and the context in which the photos will be used.
- Photos taken by a local newspaper - as long as the school has agreed to this and the children and/or their guardians are aware that photos may appear in the newspaper - will not breach the Act

Where the Act does apply, a common sense approach suggests that if the photographer asks for permission to take a photograph, this will usually be enough to ensure compliance.

Further information

If you need any more information about this or any other aspect of data protection, you can contact the Information Commissioner's Office on: 08456 306060 or via the website www.ico.gov.uk

Consent

At Chater Infant School we obtain written parental consent to take an image of a child and to publish it, whether that is in a publication, on a website or displayed in a public place (i.e. where visitors to the school could see it).

This is obtained by asking parent's to sign a consent form when the child first starts school. **Appendix 1** shows the consent form parents sign as part of their starting school information. This consent lasts for the entire period the child attends Chater Infant School.

If there is a change in a child's circumstances, it is the school's responsibility to consider the impact this may have on the consent given.

At Chater Infant School we understand that we have a **duty of care** to ensure that any images used are in the right context and are appropriate.

Important points we consider:

- Where one parent or carer does not give consent and the other does, consent is not given.
- Try to only take photos of groups of children unless you specifically need to take a picture of an individual child.
- Ensure that children are dressed appropriately and that images cannot be construed as provocative. In-depth advice on taking pictures of children in sports settings is available at: www.isrm.co.uk/information/270_photography_children.pdf
- Adults who work at the school also need to give consent before their images are taken and published; the consent forms are kept in their personnel file.
- Do not use an image of a child who is no longer at the school, or if you are unsure what the original terms of usage were/who owns the copyright.
- Use an image in the intended context only (as stated on the consent form) and do not use it to illustrate sensitive or negative issues.
- Do not use images of a child who is considered vulnerable unless parents/carers have given specific written permission
- Regularly review stored images and delete unwanted material
- If consent is not given, ensure that all staff are aware and make every effort to comply sensitively. Be careful with inter-school events, it may be necessary to liaise with staff from the other school.
- When images are transmitted or shared beyond the establishment, specific permission should be obtained.
- Allocate specific times during school outings and educational visits for photographs to be taken in the appropriate setting and areas.

See **appendix 2** for our adult consent form.

School Events

The decision of how our school handles filming and photography at school events lies with the headteacher with backing sought from the board of governors.

Any production or event at this school will clearly remind parents of the Chater Infant School's Safe Image Statement:

“At Chater Infant School we are happy for parents and carers to take photos and video of the school production for personal use but request that these images are not distributed or put online. This is to protect all members of the school community”

The Headteacher, Deputy Headteacher or teacher overseeing the event or production will always remind parents of the statement.

The Safe Image Statement is given to parents within the “Chater Infant School Guide to the Use of Images” document (appendix 3). This is given to parents with the school prospectus and other starting school information. It is also available on the school website

Are parents/carers allowed to film school plays and performances?

As long as parents are at the event at the invitation of the school and the subsequent images are intended for family or private use, there is no breach of the Data Protection Act. It is therefore up to the Headteacher to decide whether or not to allow images to be taken by parents during an event.

At Chater Infant School parents are permitted to take images, we make it clear from the start that they must be for private use only and ask for them not to put the images on the internet (particularly if a parent posts a picture on the web that shows children other than just their own child). We make an announcement at the start of the event.

We are aware of any children participating in the event who must not be publicly identified and therefore cannot be filmed/photographed. The Children Act 1989 states that no person should publish any material which is intended, or is likely to identify:

- a) any child as being involved in any proceedings before the High Court, a county court or a magistrates' court; or
- b) an address or school as being that of a child being involved in any such proceedings.

Children subject to care proceedings, wardship proceedings, adoption and/or any other family matter under the Children Act 1989 or Children or Adoption Act 2002, or subject to a Court Order arising from any of these proceedings must not be identified. We try to plan how to handle the situation carefully to see if there is a way we can avoid a restriction or ban on photography.

At Chater Infant School we may sometimes feel it is acceptable to restrict the use of photography by parents for some events, either to prevent members of the audience obstructing the professional photographer/filmmaker, or because professionally produced photographs/recording are going to be sold to raise funds for the school.

In some cases we may decide to allocate a space at the back of the hall where parents can film their own videos.

If we have no choice but to ban photography for some events, then we will communicate the decision with parents clearly and in plenty of time before the event takes place, explaining why we have taken this decision. Parents are given the opportunity to feedback any concerns. We may try to keep a child out of the limelight rather than issuing a blanket ban on filming and photography.

At some events we ask parents to take photographs of their own child at the end of the production instead of during the event.

If we require further guidance, we contact our communications team.

The press and media

For every instance where images are to be released to, or taken by, the press and media, we have written consent. This is because the circulation and coverage may be local, national or sometimes international and the associated storylines may be so varied as to make them unpredictable. This consent is collected from parents on entry of the child to school on the school admission form (See Appendix 1).

When we invite a newspaper to celebrate an event, the head makes every effort in advance to ensure that the newspaper's requirements can be met.

Almost without exception this means the paper will prefer to publish the full names of anyone in a photograph they print. The only exception to this might be in a larger group shot, however newspapers usually prefer to work with smaller groups of children (3-4). Newspapers will not print anonymous photographs. **At Chater Infant School we would only give out the full name of a child with express permission of the parents on that specific occasion.**

At Chater Infants is our responsibility to ensure that the photographer knows which children cannot be photographed and that they agree to this. Sometimes we may have to offer only those children whose parents are happy for publication of photographs and names for inclusion in any photo opportunities. **We would try to negotiate a 'first name only' agreement with the newspaper, otherwise we may have to forego newspaper publicity.**

Remember:

- The Data Protection Act exempts newspapers and magazines from compliance in relation to some aspects of the processing of personal data where this would be damaging to freedom to expression.
- Journalists are unlikely to cover events if they are told that they cannot print the names of the children in the images
- The school does not breach the Data Protection Act if it allows the press to photograph children unless it gives out pupils' personal details. If the photographer collects the names of the children it is not breaching the Act.
- If the school has obtained specific written parental consent to release children's names to the press alongside photographs then they can give out these details without breaching the Act.
- When the press has captured an image, they – and not the school - become the data controller of it. Any objections/ representations about the image will therefore need to be made to the media organisation rather than the school. Be aware that headteachers do not have jurisdiction over the media.
- Be extremely cautious not to publish or put out to the media any pictures of children who are in care, wardship or involved in family law cases – the legal implications are serious.
- Consider whether team photos are appropriate, especially if a child is considered 'vulnerable'.

The DCSF recognises that there is an understandable anxiety surrounding the use of images of children in newspapers. It also recognises that local newspapers play an important part in reporting the achievements and challenges facing local schools and their pupils, and therefore a co-operative arrangement is beneficial.

If a school or parents have concerns regarding the use of photographs by the press they should contact the Press Complaints Commission (PCC). The PCC also publishes a Code of Practice - visit www.pcc.org.uk to download a copy.

External photographers

If the school are hiring an external photographer/film-maker, we should have a written contract that sets out the terms and conditions both agree to. The photographer should:

- Agree to take appropriate measures to prevent unauthorised or unlawful processing of personal data
- Comply with the requirements set out in the Data Protection Act
- Use a secure storage area if storing photographs electronically

If we decide to get a professional company in to record a performance or production, we plan this carefully. We would notify parents and get their consent in good time, stating clearly what is happening and the reasons for this.

Appropriate safeguarding procedures are put in place for anyone on the school premises filming performances or taking photographs.

If a photographer visits schools on a regular basis then an enhanced CRB check would be sought, prior to them providing a service to the school. The CRB certificate should be seen by the school along with photographic ID. The photographer should be given the safeguarding document relating to appropriate behaviour on school sites, downloadable from:

http://www.thegrid.org.uk/info/human_resources/crb.shtml#contractors

If for any reason a photographer is used on a one-off basis and does not have an enhanced CRB disclosure, then they will be supervised at all times. If you have any queries relating to this, then please contact the CRB team on 01992 556829.

If a third party is being nominated to take images, they are acting on behalf of the school and therefore considered to be a data controller under the terms of the Data Protection Act (visit www.ico.gov.uk for more information). You must inform parents of their identity and any representatives appointed by them, irrespective of whether they are a member of staff, a member of the PTA, or from a commercial photographic agency.

Webcams

At the current time we do not use the laptops, iPads or other devices in school as webcams. We would follow the advice below if this was to change alongside the advice in the e-safety policy.

Issues to consider:

- **Does your school need a webcam?**

-

It is unlikely that a webcam could realistically be used as a security device; would-be thieves could visit the website to see which areas of the school are not covered by the camera. It might also highlight when the school buildings are unoccupied.

- **Will it be placed somewhere that:**

-

- is worth relaying live to the rest of the world
- is 'sensitive'
- could capture images of a child for whom you do not have parental consent to film/photograph
- excludes a child for whom you do not have permission to film from using a particular part of the school

- **Notification and legislation:**

-

You should notify people that they are entering an area that is being filmed by a webcam. Consider other potential issues, for example if an incident occurred within view of the webcam, would the police or other authorities request images from the webcam? Could they be used in legal proceedings?

The answers are unclear, but the issues will need to be addressed when considering whether to install a webcam, and the headteacher should ensure that they have the agreement of the governing body to any decision that is taken.

When can a webcam be used safely?

- Where images from the webcam are sent to the school intranet or a number of machines within the school
- Where the scene in view of the webcam is such that it does not raise any of the issues listed above, such as an experiment that is underway or the observation of an aspect of the school which can be used in lessons, for example 'what do the school's resident stick insects do at night?'
- While video-conferencing with another school or institution

As with photos, you must tell parents why the webcam is there, what you will use the images for and who might want to look at the pictures. Explain that with video-conferencing, the images are sent over the web and may be recorded by the recipient for educational purposes.

Further advice regarding webcams is available from the HGfL team on 01582 830263.

Mobile phones with cameras

Mobile phones make it very easy for images to be captured and put on the internet. At Chater Infant school we are aware of the potential risks of camera phones. We have guidelines in place around the use of mobile phones in school and are in the process of developing a mobile phone usage policy that reflects the use of camera phone technology.

Websites

Particular care is taken when considering the publication of information on the internet. Articles are screened carefully to ensure that students cannot be individually identified by name or any other means.

Factors we consider when using images on the school website:

- We have notified parents and carers that we have a website and given them the opportunity to request that images of their child are not included on it in the admission paperwork (**see Appendix 1**)
- Consent forms been completed for the use of images of both children and adults
- Staff who are using a digital camera during school activities aware of the pupils who may not be included in photographs.
- We have a recognised procedure i.e. a senior member of staff responsible for the website, a clear policy and approval process re: uploading images, and a process for checking it regularly and responding to any issues with images.
- We do not save images with a child's full name in the filename and do not save images into our website folder unless they have been re-sized and we have parental permission to use them.

The suitability of images for a school website

The resolution of an image is important to consider when publishing images on a school's web site, especially if the images have been taken using a digital camera, which tends to produce images of a very high resolution and quality. Such images need resizing to a smaller size before they can be safely used, otherwise it is possible to manipulate images in a way which can change their meaning or context.

The potential for digital manipulation of any image depends on the amount of information contained within that image. The higher the resolution, the more detail is contained in the image. If the image has an unnecessarily high resolution it is possible for it to be re-used in ways which might be inappropriate - a photograph of a child's body or head could be superimposed upon another body or scene which might be extremely inappropriate and this could put the child at risk. The potential for this is not confined to images of children - images of staff could be similarly manipulated by those wishing to embarrass or harass them.

We try to use group photos rather than photos of individual children.

For further advice on school websites and e-safety, visit www.becta.org.uk

There is also detailed guidance about putting images on websites on the HGfL.

Resources

Data Protection Act 1998

www.hmso.gov.uk/acts/acts1998/19980029.htm

Office of the Information Commissioner

www.dataprotection.gov.uk

Hertfordshire Grid for Learning Web Safety Issues for Schools

www.thegrid.org.uk/schoolweb/safety/index.shtml

Hampshire County Council: Using images of people: photographs, videos and webcams

www.hants.gov.uk/logos/cx-logos-corporatestandards/cx-logos-imagesofpeople.htm

Appendix 1

Pupil consent form signed by parents on admission paperwork

- SAFE USE OF IMAGES
<p>Occasionally, we may take photographs of the children at our school. The images may be used in the school prospectus, other printed publications which we produce, or on our website. Images are also used for educational purposes such as monitoring and evaluating the children's work. We are also visited from time to time by the media who take photographs or film footage in and around the school. These images, which often include pupils, may appear in local or national newspapers or in televised news programmes. To comply with the Data Protection Act 1998, we need your permission before we can photograph or make recordings of your child. Your authorisation will remain in place for the duration that your child attends Chater Infant School.</p>
<p>Please answer question 1 to 3 below then sign and date.</p>
<p>1. I am happy for my child's image to appear in any publication produced by the school. This includes the Chater Infant school website and class blog. YES / NO</p>
<p>2. I am happy for my child's image to be used in school, such as in books and on displays etc. YES / NO</p>
<p>3. I am happy for my child's image to be used by the media in local or national press or on television. YES / NO</p>
<p>Signed _____ (Parent/Guardian) Date _____</p>



Image consent form Chater Infant School Staff

Occasionally, we take photographs of the children and staff at our school. We may use these images in our school prospectus or in other printed publications that we produce, in displays and on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

We also send images to the news media, or our school may be visited by the media who will take their own photographs or film footage (for example, of a visiting dignitary or other high profile event). Pupils and staff will often appear in these images. The news media may use the images in printed publications (including local or national newspapers), on televised news programmes or on their website. They then store them in their archive. They may also syndicate the photos to other media for possible use, either in printed publications, on websites, or both. When we submit photographs and information to the media, we have no control on when, where, if or how they will be used.

The images we take will be of activities that show the children, staff and school in a positive light. The images will not be associated with negative, distressing or sensitive issues to do with an individual's welfare or that may cause offence or embarrassment.

We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended. However we cannot guarantee this and take no responsibility for the way images are used by other websites or publishers, or for any consequences arising from publication.

Please note that our website can be viewed throughout the world, not just in the United Kingdom where UK law applies. In giving your consent, you understand that the photos may be used in both printed and electronic form.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of you.

To give your consent, please answer the questions overleaf, then sign and date the form where shown.

Please tick those that apply:

I give permission for my image to be taken and used in publicity material for the school, including printed and electronic publications, video and webcam recordings and on websites

I give permission for images of myself to be used by the news media in printed and/or electronic form and stored in their archives. This might include images sent to the news media by the school and images / footage the media may take themselves if invited to the school to cover an event.

I do not want my image used in any publicity

I have read and understood the information overleaf.

Name: _____

Signature: _____

Date: _____

Further Information on the Use of Images and Video can be found in our "Safer Use of Images Guidance" document which can be found within the Policies section of our website.

Also:

Stay Safe Online

<https://staysafeonline.org/stay-safe-online/>

Information Commissioner's Office

<https://ico.org.uk/>

Think U know

<https://www.thinkuknow.co.uk/parents/>

Chater Infant School Guide to the use of Images

Respecting and Caring for the Whole School Community

Developed by the
Hertfordshire Schools' eSafety Team



Using Images Safely and Responsibly

We all enjoy and treasure images of our family and friends. Our new born baby, first steps, family events, holidays and school events are moments we all like to capture in photos or on video.

We then have the added and exciting dimension of adding our images and video to our social network, such as Facebook, YouTube and many other online websites. This means that we can easily share our photos and video with family and friends.

Whilst this is naturally useful, in schools and educational settings we do need to protect and safeguard all children and staff in our school, including those who do not want to have their images stored online.

Online Images and Video

What should we think about before adding online any images or video? Are there any risks?

Facts

- Once online any image or video can be copied and stay online forever.
- Some children are at risk and **MUST NOT** have their image put online. Not all members of the school 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 image sharing online can have unforeseen consequences.

We must all 'Think Before We Post' online

At Chater Infant School we are happy for parents and carers to take photos and video of the school production for personal use but request that these images are not distributed or put online. This is to protect all members of the school community.

At some performances we may request that you do not photograph until the end of the performance. This is to avoid children becoming distracted during the performance. We may sometimes ask for no filming/videoing because recording are going to be sold to raise funds for the school.

Thank you for your support.

This is the permission statement regarding SAFE USE OF IMAGES you have completed on your child's starting school documents.

SAFE USE OF IMAGES

Occasionally, we may take photographs of the children at our school. The images may be used in the school prospectus, other printed publications which we produce, or on our website. Images are also used for educational purposes such as monitoring and evaluating the children's work. We are also visited from time to time by the media who take photographs or film footage in and around the school. These images, which often include pupils, may appear in local or national newspapers or in televised news programmes. To comply with the Data Protection Act 1998, we need your permission before we can photograph or make recordings of your child. Your authorisation will remain in place for the duration that your child attends Chater Infant School.

Please answer question 1 to 3 below then sign and date.

1. I am happy for my child's image to appear in any publication produced by the school. This includes the Chater Infant school website and class blog.
2. I am happy for my child's image to be used in school, such as in books and on displays etc.
3. I am happy for my child's image to be used by the media in local or national press or on television.

The following conditions will be applied when we use those images

1. This form is valid for the period of time your child attends this school. The consent will automatically expire after this time.
2. We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image on video, or on our website, or in our school printed publications.
3. We will not include personal e-mail, addresses, or telephone/fax numbers on the website or in any printed publications.
4. If we use photographs of individual pupils, we will not use the name of that child in any accompanying text or caption.
5. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
6. We may include pictures of pupils or staff that have been drawn by the children.
7. We may use group or class photographs with very general labels, such as 'Year 2 children celebrate Science Day'.
8. We will only use images of pupils who are suitably dressed.

Please contact the school at any time if you wish to amend your decision.