

# Donemana Primary School



## Use of Images Policy

**Approved by Board of Governors: 16<sup>th</sup> April 2025**

**Signed:** T Wallace

## **Mission Statement**

Donemana Primary School is a child-centred school and we encourage and enthuse our pupils to develop their individual personalities and potentials to the full.

## **Introduction**

There are many occasions when staff and parents will want to take photographs of children. Such occasions include everything from observation, evidence, assessment and curricular purposes in the classroom to award ceremonies, performances, trips and sporting events as part of the extended activities programme. The intention of this document is to set out clear guidelines which will balance the use of photography as a source of pleasure and pride with the need to safeguard children and protect the rights of the individual.

This guidance sets out to ensure that:

- Images are only used for the purpose intended
- Personal family photography is allowed where possible
- Individual rights are respected and child protection issues considered
- Parents/carers and children are given the right to opt out.

## **Definitions**

- The term 'images' refers to photographic prints, digital images, videos or moving images.
- Images may be distributed via print, DVDs, the internet or other technologies.

## **Safeguarding Children**

- The welfare and protection of our children is paramount and consideration should always be given to whether the use of photography will place our children at risk.
- For this reason consent is always sought when photographing children and additional consideration given to photographing vulnerable children, particularly Children Looked After or those known to be fleeing domestic violence.
- Consent must be sought from those with parental responsibility

## **Parental Consent**

- On admission of a child to our school, parents/carers will be asked to complete a consent form indicating their agreement or objection regarding the use of images of their child.
- A list of children for whom consent has been refused will be maintained by the school and every effort will be made by staff not to include these children in photographs or video footage.

- The parent/carer should be asked to confirm, in writing, that they will inform the school if they no longer wish images of their child to be used for any reason.
- Parents need to be aware that once images are in circulation or have been published, it may be impossible to remove them, although every effort will be made to ensure they are not used in future publications.

## **School Photography**

Photographic and/or video images taken by staff may be used for curricular and/or extra-curricular activities, displays, on the school website (which is linked to the school Facebook page), as evidence of the child's development or as part of publicity in the media.

Staff will ensure that:

- They are clear about the purpose of the activity and what will happen to the images when the activity is concluded.
- They never record images using their personal camera, mobile phone or video equipment or for their own personal use.
- They will never photograph children in a state of undress, for example whilst changing for PE or a performance.
- They will report any concerns about inappropriate or intrusive photographs found to the Designated Teacher following the school's safeguarding procedures.
- They have parental permission to take, store and/or display or publish the images.

## **Storage of Images**

- Images retained in a school will not be used other than for their original purpose, unless permission is obtained from the subject.
- Images should always be stored securely and password protected.
- Images should be destroyed or deleted from databases once they are no longer required for the purpose for which they were taken.
- Images taken for publicity and promotional purposes should be retained for a period of up to 7 years – for use with Leavers' Assemblies
- Images contributing to the history of the school, its children, activities or the community, may be retained indefinitely.
- In many cases, images taken at setting events form an important part of family albums.
- Everything possible will be done to ensure that this tradition continues.

- Parents are welcome to take images of their own children at award ceremonies, concerts/shows and sporting events, with the permission of the Principal, however, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety.
- Parents/carers will ensure that:
  - They will respect the school's decision to prohibit photography of certain children or a particular event.
  - Any images taken are for personal use only.
  - Images including children other than their own, must not be sold or put on the internet; if they are, Data Protection legislation may be contravened and they will be asked to remove them.
  - They will not use any images of children so as to cause offence or harm.

### The Use of Cameras and Video Recordings by Children

- From time to time, children may be given the opportunity to use school equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity.
- Children should not use personal equipment for the purpose of taking photographs or video footage.

### Display of photographs

- It is perfectly acceptable to display images of children in the school environment with their names attached for the purpose of celebrating progress and achievement or assessment.

### Publicity

- Photographs of children's activities and achievements may be posted on the website (which is linked to the school Facebook page).
- Where photographic permission has been withheld, photographs will not be published.

### School Photographer

- Class and individual or group photographs are often an annual event.
- Parents will be notified in advance of the photographer's visit and will be given the option to purchase them by accessing a password protected area of the photographer's website. A thumbnail picture can be seen on the photographer's website of each child before inputting the password.
- Copyright on all such photographs is retained by the photographer.

## Consent Form for use of Images

- Photographs and/or video recordings of children may be taken whilst they celebrate their achievements and successes and as evidence of their progress and development.
- Still or moving images may be published in our publications and/or on our website.
- They may also be used to promote the good practice of the school to other teachers, e.g. at training events organised by the Local Authority or national education/government institutions.
- Electronic images, whether photographs or videos, will be stored securely on the school's computer/network which is accessible only by authorised users.
- Before using any photographs/videos of a child we need parental permission which we will obtain through the school consent form signed at the beginning of a child's time at school.



## Consent Form For Photography and Images of Children

Dear Parent or Carer

During your child's life at Donemana Primary School we will take photographs and videos of activities that involve your child. The photographs and videos may be used for displays, publications and on websites by us, by the Education Authority or by local newspapers.

Photography or filming will only take place with the permission of the principal, and under appropriate supervision. When filming or photography is carried out by the news media, children will only be named if there is a particular reason to do so (e.g. they have won a prize), and home addresses will never be given out. Images that might cause embarrassment or distress will not be used nor will images be associated with material on issues that are sensitive.

Before taking any photographs or videos of your child, we need your permission. Please **answer the questions below, sign and date the form and return it to the school office as soon as possible**. You can ask to see images of your child held by the establishment. You may withdraw your consent at any time.

Name of child (Block Capitals) :		
Name of person responsible for the child:		
I understand that: <ul style="list-style-type: none"> <li>· the local media may take images of activities that show the establishment and children in a positive light e.g. pictures of new starters, drama and musical performances, sports and prize giving;</li> <li>· photographers and videographers acting on behalf of the school may take images for use in displays, in publications or on a website;</li> <li>· embarrassing or distressing images will not be used;</li> <li>· the images will not be associated with distressing or sensitive issues; and</li> <li>· the establishment will regularly review and delete unwanted material.</li> </ul>		
Having read the above statement, do you give your consent for photographs and other images to be taken and used? (please tick the appropriate box)	<input type="checkbox"/>	<b>YES</b> , I give consent for pictures to be taken and used
	<input type="checkbox"/>	<b>NO</b> , I do not give permission for pictures to be taken and used
Having read the above statement, do you give your consent for photographs and other images to be taken and used for the purposes explained above on the school Facebook page? (please tick the appropriate box)	<input type="checkbox"/>	<b>YES</b> , I give consent for pictures to be taken and used on the school Facebook page
	<input type="checkbox"/>	<b>NO</b> , I do not give permission for pictures to be taken and used on the school Facebook page
Signature of person responsible for the child:		
Relationship to the child:		
Date (Date/Month/Year):		

**NB** There may be other circumstances, falling outside the normal day to day activities of the school, in which pictures of children are requested by external organisations, for example, while on a school trip. We recognise that in such circumstances specific consent from parent(s) or guardian(s) will be required before photography or filming of children can be permitted. If you wish to attend functions and take photographs of your and other people's children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events and these images must not be sold or put on the internet. Thank you.