



# NORTH CAVE C of E PRIMARY SCHOOL

## **Policy for the use and publication of pupils' work, photographs and moving images**

Reviewed May 2020

## **SCHOOL VISION STATEMENT**

### **OUR VISION**

Our vision is for every child to achieve their full potential through distinctive Christian values within a stimulating and friendly environment: to ensure that each child has the necessary skills to become a confident adult in an increasingly challenging and global world.

### **OUR AIMS**

We aim to be a school that values individuality and gives time for every child.

We aim to develop.....

#### **A creative person**

a child who is independent, inventive and an individual  
a child who can solve problems  
a child who is full of imagination

#### **A co-operative person**

a child who is part of a team  
a child who loves learning  
a child who can form positive relationships

#### **An environmentally friendly person**

a child who is aware of how humans impact on the world  
a child who looks after the environment  
a child who shows responsibility

#### **A working person**

a child who is motivated  
a child who is an independent learner  
a child who responds positively to new things/ideas

#### **An enlightened person**

a child who is aware of their surroundings  
a child who feels the wonder of "I can do it"  
a child who is open minded and tolerant

#### **A person searching for meaning**

a child who seeks to find out  
a child who strives to understand  
a child who actively questions

At North Cave CE Primary School, we welcome and encourage positive publicity and the opportunity to celebrate the achievements of our pupils. Photographs and videos of pupils can help to demonstrate the best aspects of our school and can serve to motivate all of those within our school community. In addition, the publication of pupils' work acts as a celebration of a child's achievements. We recognise however that schools must use photographs, videos and the publication of pupils work in a responsible way. Schools need to respect young people's privacy and parents and carers rights of privacy. Schools must also, of course, be fully aware of issues relating to Child Protection.

The purpose of this policy statement is to:

- Protect children and young people who take part in our events and activities, specifically those where photographs and videos may be taken.
- Set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities.
- To ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people.
- To ensure that pupils' work is published in line with our values and only when consent from parents/carers is granted.

This policy statement applies to all staff, volunteers and other adults associated with North Cave CE Primary School.

### **Legal framework**

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance is available on:

- Online abuse <https://learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse>
- Child protection <https://learning.nspcc.org.uk/child-protection-system>

We believe that:

- Children and young people should never experience abuse of any kind.
- We have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that:

- Sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation.
- The welfare of the children and young people taking part in our activities is paramount.
- Children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation.
- Consent to take images of children is only meaningful when parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images.
- Examples of pupils' work should only be shared in order to celebrate their achievements and in line with the principles within this policy.
- There are potential risks associated with sharing images of children online.

We will seek to keep children and young people safe by:

- Asking for written consent from a child's parents or carers before taking photographs or videos of a child for publication or publishing a child's work at designated times throughout a child's school career/implementation of this policy. A register of consent is maintained.
- Explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children.
- Making it clear that if a child or their family withdraw consent for photographs, videos or pupils work to be shared, it may not be possible to delete images or work that has already been shared or published.
- Using first names, year groups or classes only when appropriate alongside published photographs, videos or work and only when parents or carers have given consent for these to be used.
- Reducing the risk of images being copied and used inappropriately by:
  - Only using images of children in appropriate clothing (including safety wear if necessary)
  - Not taking images of children taking part in activities such as swimming where there may be a heightened risk of images being misused
- Using images that positively reflect young people's involvement in an activity.

If there is a concern about the misuse of images of children, this should be reported to the headteacher and if appropriate, this will be dealt with through the school's child protection procedures.

### **Photography and/or filming for personal use**

North Cave CE Primary School's policy is to allow parents, carers and visitors to the school to take photographs and videos of school events. These events are important to the school, to pupils and to parents and carers as a record of key events in a child's school career.

We will remind our school community periodically of our principles when taking photographs or filming at our events and the images are for personal use. These include:

- Asking for photos or videos taken during the event that include other children not to be shared online or on social media.
- Reminding children, parents and carers to contact the school if they have any concerns about images being shared.

### **Photography and/or filming for North Cave CE Primary School's use or use by The Education Alliance (The Trust)**

We recognise adults from North Cave CE Primary School or The Education Alliance may use photography and filming in order to record events or celebrate achievements. This should only be done using equipment owned by the school or The Education Alliance.

If we hire a photographer for one of our events, we will seek to keep children and young people safe by:

- Providing the photographer with a clear brief about appropriate content and behaviour.
- Ensuring the photographer wears identification at all times.
- Not allowing the photographer to have unsupervised access to children.
- Not allowing the photographer to carry out sessions outside the event or at a child's home.
- Reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

Photographs and videos created or commissioned by the school or The Education Alliance may be published in a number of forums. These include, but are not limited to:-

- Internal school or The Education Alliance displays

- The school or The Education Alliance website
- School or The Education Alliance publicity materials, for example the Prospectus or handbook
- The social media feeds of The Education Alliance or school, including but not limited to Twitter.

Usually names, year groups or classes will not accompany photographs however if this is necessary, for example in the newsletter to celebrate achievements, first names only will be used and year groups and classes may be used.

When a child joins the school and at the beginning of KS2, the school will request consent from parents to the publication of photographs, videos and names of their child. This consent will be recorded and will remain in place throughout a child's time at the school unless later withdrawn by the parent.

### **Photography and/or filming for wider use**

If people such as visitors to the school, local journalists, professional photographers (not hired by North Cave CE Primary School or The Education Alliance) or students wish to record one of our events or our work within school and share the images in the wider world, they should seek permission from the school in advance.

They should provide:

- the name and organisation of the person using the camera
- the reason for taking the images and/or what the images will be used for

It should be recognised that photos or videos taken in this way, may be used in printed material, on an organisation's website, within the media and also as part of the social media feed of that organisation. In such situations, children's names will not normally be used however if necessary first names, year groups and classes will only be given if parents have given consent.

When at an external event, the school will take reasonable endeavours to prevent pupils for whom the school does not have consent being recorded or photographed. At a public event, it is not always possible to prevent this from occurring.

### **Publication of pupils' work**

In order to celebrate children's achievement, the school will sometimes publish pupils' work. This may include, but not be limited to our website, social media feed or newsletter. In addition, the school will sometimes allow the publication of pupils' work in external publications, for example local newspapers or the Village Link. Where it is appropriate to share a child's name alongside this, only first names will be provided. The school will maintain a register of consent from parents as to whether work may be published in this way and whether names may be used.

### **Storing photographs and videos of children or images of pupils' work.**

We will store photographs and videos of children and their work securely on our server in accordance with our GDPR Policy.

We do not permit staff and volunteers to use any personal equipment to take photos and recordings of children. Only cameras or devices belonging to the school or The Education Alliance should be used.

## Photos, Videos and Published work consent

We sometimes take photographs or videos of pupils. We use these to help us to give people an idea of what life at our school is like, for example in the newsletter and on the school website. In addition, we sometimes publish examples of the children's work.

Please tick the relevant box(es) below, sign and return this form to school.

USE OF PHOTOS	TICK ✓
I consent for the school and The Education Alliance to take photos of my child.	
I consent for photos of my child to be used on the school/The Education Alliance website.	
I consent for photos of my child to be used in printed school/ The Education Alliance materials, for example the school prospectus or newsletter.	
I consent for photos of my child to be used in school/ The Education Alliance internal displays.	
I consent for photos of my child to be used in the media, for example local newspapers and their associated online media.	
I consent for photos of my child to be used on social media, for example Twitter.	
I consent that the school/The Education Alliance may take videos of my child.	
I consent that the school/ The Education Alliance can use videos of my child for promotional purposes, such as on the school/ The Educational Alliance website.	
I consent for the school/ The Education Alliance to publish my child's work through, for example, school/The Education Alliance publications, media, website, Village Link, Twitter.	
I consent to all of the above.	

Signed \_\_\_\_\_ Date \_\_\_\_\_