



# Kirkbie Kendal School Academy Trust

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Governors' Committee/SLT Responsible:	PPM
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Change Record		
Version	Date	Description
1.1	5.11.20 PPM Committee	Minimal changes and new bullet point under 'Official use of Images/Videos of Children by the School'. See 'Great care is taken regarding the use of photographs and videos of students in school ...'
1.2		
1.3		
1.4		

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**Kirkbie Kendal School promotes the safeguarding and welfare of children in its care; all policies support the Child Protection Policy."**

## Use of Images Policy

### Useful School Contacts:

Data Controller: Kirkbie Kendal School Academy Trust

Data Protection Officer: Mrs A Eastwood

### Official use of Images/Videos of Children by the School

- All images taken by the school will be used in a manner respectful of GDPR data protection principles. 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 (Kirkbie Kendal School Academy Trust) 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 Use of Images Policy.
- We do not need parental consent to use personal data, including image or voice recordings when we use it for education purposes. Using names, imaged and voice recordings of children in their work and in displays inside school is a fundamental part of their education, personal development and how we celebrate them. This does not affect your statutory rights (described in our Privacy Policy). Anyone can raise any concern with any member of staff about our use of their or their child's data at any time and we have to ensure the rights of the individual are upheld if we have no valid reason to refuse.
- Written permission from parents or carers will be obtained before images/videos of children are electronically published by the school.
- Written parental consent will 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, website, social media platforms or publications), until the image is no longer in use.
- Parental permission will be sought upon admission of a child to the school and will be valid for the period of time that the child attends the School, unless withdrawal of consent is received in writing.
- Great care is taken regarding the use of photographs and videos of students in school. Children over 13 years old are deemed to be mature enough to give their consent. Generally, no names are assigned to photographs, except occasionally in the press. Images are normally used for students' personal use in their work, display work in school, the school website or social media, presentations on Open Evening, Awards Ceremony and the prospectus.
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- A record of all consent details will be kept securely. Should permission be withdrawn by parents/carers at any time, all relevant images will be removed and disposed of and the record will be updated accordingly.
- Images will not be kept for longer than is to be considered necessary. The school 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 Data Protection Officer **and** the parent or carer of any child or young person captured in any photograph. Should permission be given to use images off site, all relevant details are to be recorded, for example who, what, when and why and data will be kept securely (e.g. with appropriate encryption).
- The Data Protection Officer reserves 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.

- Any memory stick, CD or storage device containing images of children to be taken out of school for further work will be suitably encrypted.
- Images or videos that include children will be selected carefully when used online.
- Regardless of who is doing the publishing, our policy is that children will usually only be named if there is a particular reason to do so (eg, they have won a prize or the celebrate student success) and no other personal details will be published or given out. If names will or might be published (eg in a newspaper article) we will check that you have given consent before the publishing happens. It is important to understand that if you do consent, the images and your child's name could appear in local or national newspapers and worldwide on line.
- 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.
- The School will only use images of children who are appropriately dressed. Images that might cause embarrassment or distress will not be used nor will image or voice recordings of your child be associated with materials or issues that are considered sensitive.
- Named children's work will only be published with their permission or their parents' consent.
- 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.
- 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 by staff is allowed but images must be transferred to school devices and deleted from personal cameras at the earliest opportunity.
- 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 are held in accordance with GDPR regulations and suitable child protection requirements (if necessary) are in place.
- 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.
- Images will not be taken of any child or young person against their wishes unless to take an image helps safeguard the school/other children. A child or young person's right not to be photographed is to be respected.
- Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas, etc.
- Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer or deleted and wiped or shredded as appropriate.

### **Use of Photos/Videos by Parents/Carers**

- Parents/carers are permitted to take photographs or video footage of events for private use only.
- 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 rooms, toilets, swimming areas etc.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.
- Parents and carers who are using photographic equipment must be mindful of others when making and taking images and must follow guidance provided.
- 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's Data Protection Officer to discuss any concerns regarding the use of images.

### **Use of Photos/Videos by Children**

- Generally, the rule is that cameras are not allowed in school. However, there are certain exceptions as detailed below:
  - The use of non-school provided devices e.g. mobile phones, children's own digital cameras, is covered in the School's e-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 be processed in accordance with GDPR regulations.
- 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.

### **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. For individual and small group images, we provide first and family names unless a parent/carer withdraws consent.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where the press is 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's e-Safety Policy.
- Photographers will sign an agreement which ensures compliance with GDPR regulations 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

### **Use of Closed-Circuit Television (CCTV)**

- The school is covered by CCTV. This will be signposted at the entrance where all visitors have to pass to sign in.
- 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 24 days. All recordings are to be erased before disposal.
- Regular auditing of any stored images will be undertaken by the Data Protection Officer 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, information will be referred to the appropriate agency.
- CCTV cameras will be appropriately placed within the school.

### **Related Policies**

GDPR Policy  
 e-Safety Policy  
 Child Protection Policy  
 CCTV Data Protection Policy

THIS DOCUMENT IS AVAILABLE IN THE FOLLOWING FORMATS:

PAPER  
 ENLARGED PRINT  
 EMAIL  
 WEBSITE

## **Photographing Children: Frequently Asked Questions for Parents/Carers**

### **Why do we need a policy?**

Schools have always used photographs as a way of celebrating achievement or seeking publicity for fundraising etc. Parents/carers and families and the children themselves often derive great pleasure from seeing their loved ones in print or on a website. We want to ensure that everyone can continue to enjoy these activities safely. However, parents/carers need to be aware that placing any identifying information in the public domain has risks. Parents/carers need to understand these issues in order to give properly considered consent. It is important that parents/carers and schools have the opportunity to fully consider the issues before any problems can arise.

### **So what are the risks?**

The most highly publicised and worrying risk is that a child who appears in the paper or on a website may become of interest to a predatory sex offender. Locating people through the internet has become extremely easy, using widely available software, so if there is a picture and the name of a school or youth group and the name of the child it could be quite easy to find out the child's address and even work out their likely route to school. There are also other specific groups of children and families whose safety could be put at risk if identified e.g. families fleeing domestic abuse.

To limit these potential risks, we will take appropriate steps, as outlined in the attached consent form, to safeguard children and the wider community.

### **Isn't this just scaremongering?**

Sadly, no. There have been national cases of families receiving unwelcome phone calls following appearances in the press. However, this is rare, so it is important to have a sense of proportion in these matters. Remember, we want to celebrate success and achievement but parents must be aware of risks in order to make an informed decision.

### **What about school websites?**

The same concerns apply to school controlled sites and there is an added concern that images of children may be copied directly from a site which can then be manipulated or changed by another person. Schools can copy protect images and use lower quality images which means they cannot be usefully enlarged but this can be bypassed so must not be relied upon to keep images safe.

### **I want to do my own recording of the school's play/event - is this ok?**

Taking pictures or recordings of *your own children for your own personal use* is ok where the school has given permission. The difficulty arises with plays or other events in that other children may also be filmed. It is important that we are all aware that some members of the community (children or adults) may be vulnerable and must not have their image shared online as they could be put at risk from harm. You may not always know who these people and we need everyone's support to protect the whole community. It's also important for us all to role model positive behaviour for children, so it might be a sensible idea to check first before posting any images online which contain other children than your own.

Parents/carers should not copy images from the school website without appropriate permission from the school.

## Parental Consent for Image Letter Template

### Dear Parent/carer

This letter explains why we will need to ask for your consent regarding photographs of your child during their time at Kirkbie Kendal School.

Generally, photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording education activities;
- recording their learning and development progress;
- recording special events and achievements.

We do, however, recognise that with the increase use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We include the safe use of cameras and images as part of our e-Safety Policy, which you are welcome to view or take a copy of at any time.

To comply with the General Data Protection Regulations (GDPR) 2018, we need your consent for certain uses of images and recordings. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the school.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely

## Parental Consent for Name, Image and Voice - Conditions of Use

- This form is valid for the period of time your child attends the School. The consent will automatically expire after this time. We will not re-use any photographs or recordings after your child leaves the school without additional consent.
- We will not generally use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on video/DVD, on our website, in our prospectus or in any of our other printed publications, unless there is a reason for doing so (eg if a child has won a prize or to celebrate student success).
- We will not include personal addresses, emails, telephone numbers, fax numbers on video, on our website, in our prospectus or in other printed publications.
- If we use photographs of individual children, we will usually not use the name of that child in the accompanying written text or photo caption unless there is a reason for doing so (eg if a child has won a prize or to celebrate student success).
- We may include pictures of children and staff that have been drawn by the children.
- We do use group photographs or footage with general labels, such as 'making Christmas decorations.'
- We will only use images of children who are appropriately dressed.
- We may discuss the use of images with children in an age appropriate way to role model positive behaviour.
- This consent can be withdrawn by parent/carer at any time by informing the School in writing.

	Please Circle as Appropriate
May we use your child's photograph/image in displays around the school?	Yes / No
Do you consent to your child being included in any image or voice recordings made by other parents/carers who want to make a recording of school events for their own person use, eg school concert, drama production? <b>If consent is given, please also sign the attached letter.</b>	Yes/No
May we use your child's photograph/image in our prospectus and other printed publications that we produce for educational and promotional purposes?	Yes / No
May we use your child's image on our website or other electronic communications (e.g. the school's official Twitter page/electronic newsletter)?	Yes / No
Do you give consent for your child's photograph/image to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the school?	Yes / No
Do you give consent for your child's name to be published in the media for celebratory, positive events?	Yes / No

I have read and understood the conditions of use and I am also aware of the following:

- Websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.
- I/we will discuss the use of images with our child/ren to obtain their views, if appropriate
- As the child's parents/guardians, we/I agree that if we/I take photographs or video recordings of our child/ren which include other children then we will only use these for personal use.

Name of Child:

Date:

Parent/Carer Name:

Parent/carer's signature:

## Group Activity Permission Letter and Form

Dear Parent/Carer

During the year we will be staging productions and special events which will include group activities. We are sure some parents/carers would like to take photographs/videos at these events. As you know, we have a policy in place with regards to the taking, making and use of images and you will have signed a consent form stating whether or not your child could be photographed. In circumstances, such as productions or special events, we request specific consent before photographs can be taken by a third party. If you wish to take photos at a production/event, there is a strong possibility that other children will also be included within the picture. We therefore need to ensure all parents/carers who have children in a production/event are happy for photographs to be taken, and hence need to request permission.

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 network, such as Facebook, YouTube and many other website platforms. 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.

- 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 Kirkbie Kendal School, we are happy for parents and carers to take photos and video of events for personal use but we request that these images are not distributed or put online. This is to protect all members of the community.

Please be aware that parents are not permitted to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of an event).

We would, therefore, be very grateful if you would complete the slip at the bottom of this letter and return it to the school.

Should any parent/carers not agree with their child being photographed, we will consider alternative options including:

- restricting who is involved in the production/special event;
- staging specific photograph opportunities.

Photographs of school productions are ones which parent/carers tend to treasure. We will therefore only prohibit the use of cameras and videos as a last resort. We hope you will support us in this.

Yours sincerely

P Hyman  
Headteacher

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### Parental Consent for Images as part of Group Activity

Name of student:

Form Group:

I give/do not give\* consent for photographs to be taken of productions/special events in which my child will appear.

(\*Please delete as appropriate)

Signed: .....

Date: .....

Name of parent/carers in BLOCK CAPITALS .....





# Kirkbie Kendal School Academy Trust

For use at events where filming by parents/carers may take place

## Guidance on 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 own images and videos to our online social networks, such as Facebook, YouTube and many other website platforms. 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 Kirkbie Kendal School, we are happy for parents and carers to take photos and video of events for personal use but we request that these images are not distributed or put online. This is to protect all members of the community.**

We thank you for your support,

### Further Information on the Use of Images and video:

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

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



## Kirkbie Kendal School Academy Trust

For use at events where filming by parents/carers may take place

# Respect and Care for the Whole Community when taking Photos and Videos

We are happy for parents and carers to take photos and video for personal use but request that these images are not distributed or put online if they contain images of other children, adults or staff without consent. This will help protect all members of the community.

## Thank you for your support

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

## Consent form for using photographs of Staff

The school may like to use your photograph for staff recognition purposes and school promotional purposes.

To comply with the General Data Protection Regulation 2018 (GDPR), we need your permission to use photographs of you. Please answer the questions below, sign and date the form where shown. We will not use the images taken, or any other information you provide, for any other purpose.

May we use your photograph/image in displays around the school?	Yes / No
May we record your image or use videos for educational uses within the school? (these images or recordings will be used internally only)	Yes / No
May we use your photograph/image in our prospectus and other printed publications that we produce for educational and promotional purposes?	Yes / No
May we use your image on our website or other electronic communications (e.g. the school's official Twitter page/electronic newsletter)?	Yes / No
Are you happy for your image to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the school?	Yes / No

**Please return the completed form, even if you have chosen not to give your consent, to Lesley Blamire, Officer Manager**

*Please confirm that you have read and understand the conditions for use, and the notes relating to the principles of the GDPR.*

I have read and understood the conditions of use.

I confirm that I understand that, if my picture and details are placed on the website, potentially, this will be accessible by anyone in the world with internet access.

Name: .....

Signed: .....

Date: .....

### Conditions of use

1. This form is valid for the time you are employed at Kirkbie Kendal School. Your consent will automatically not apply to any other usage of the photos.
2. Images must only be used in circumstances where consent has been given. Signed consent must be given for images to appear on the intranet and/or website (which is viewable by potentially anyone), or they cannot be published in this way.
3. Under GDPR 2018, your rights include:
  - a) Your consent (to the publication of your photo) can be withdrawn at any time.
  - b) Your photo will not be used for any other purpose without your further consent.
  - c) Your personal data will be accurately maintained and kept up to date.
  - d) Publication of your photo will cease and all electronic copies will be deleted when you leave the school.