



PARKSIDE MIDDLE SCHOOL IMAGE USE POLICY

Dated: November 2023

Review date: November 2025

Headteacher.....

Chair of Governors.....

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Parkside Middle School

Image Use Policy

Scope and aims of the policy

This policy seeks to ensure that images and videos taken within and by Parkside Middle School are taken and held legally and the required thought is given to safeguarding all members of the community.

The policy applies to all staff including the Governing Body, Teachers, Support Staff, Visitors, Volunteers, and other individuals who work for or provide services on behalf of the school as well as children and parents/carers. The policy must be read in conjunction with other relevant school policies including, but not limited to.

Safeguarding and Child Protection Policy, Anti-bullying, Behaviour for Learning and Positive Relationships Policy, General Data Protection, Online Safety, Acceptable Use Policies, and relevant curriculum policies including Computing, PSHE & Citizenship and Relationships Sex & Health Education.

This policy applies to all images, including still and video content taken by Parkside Middle School. All images will be used in a manner respectful of the Data Protection Principles.

This means that images will be processed:

- fairly, lawfully and in a transparent manner
- for specified, explicit and legitimate purposes
- in a way that is adequate, relevant limited to what is necessary
- to ensure it is accurate and up to date
- for no longer than is necessary
- in a manner that ensures appropriate security

The Data Protection Officer (DPO) within the setting Mrs R, Sumner supported by the DSL Mrs R. Jenkin and Senior Leadership Team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring, and review of the Image Use Policy.

Parental consent

Written permission from parents or carers will always be obtained before images and/or videos of children are taken, used, or published.

Written parental consent will always 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 setting where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.

Parental permission will be sought on an agreed basis (include specific details e.g. annually, on admission to the school).

A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Parents/carers have the right to withdraw consent at any time by the use of the Bromcom Application.

Safety of images and videos

All images taken and processed by or on behalf of the school will take place using school provided equipment and devices.

At Parkside Middle School, pupils should not bring in their own devices where they can film or photograph another pupil. This is because we need to ensure that all of our pupils are safeguarded and are not made to feel vulnerable at any time. Pupils may bring phones to school, but these are not to be used when on the premises and must be switched off or handed into the school office. No child should ever photograph another member of the school community from an outside device.

Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.

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.

Images will not be kept for longer than is to be considered necessary. A designated member of staff (DPO and/or DSL) 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, unless prior explicit consent has been given by both DPO and DSL and the parent or carer of any child or young person captured in any photograph.

- Should permission be given to take any images off site then all relevant details will be recorded, for example who, what, when and why and data will be kept securely for example with appropriate protection.
- Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably protected and will be logged in and out by the DPO and/or DSL; this will be monitored to ensure that it is returned within the expected time scale.
- The DPO and/or DSL reserve the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Only official setting owned equipment and cameras will be used by staff to capture images of children for official purposes.
- Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.

General Data Protection Regulations

The school will ensure that images always are held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.

- Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate.
- Copies will not to be taken of any images without relevant authority and consent from the DPO and/or DSL and the parent/carer.

Publication and sharing of images and videos

- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.
- Images or videos that include children will not provide material which could be reused.
- Children's' full names will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos.
- The school will not include any personal addresses, emails, telephone numbers on video, on the website, in a prospectus or in other printed publications.

Safe Practice when taking images and videos

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.
- A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc

Use of Closed-Circuit Television (CCTV)

The school uses CCTV (provided by BAM FM) and all areas which are covered by CCTV are well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.

- Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be a for a maximum of 28 days All recordings are to be erased before disposal.
- Regular auditing of any stored images will be undertaken by the DPO and/or DSL or other member of staff as designated by the Senior Leadership Team.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
- CCTV cameras will be appropriately placed within the setting.

Use of photos and videos of children by others

Use of photos and videos by parents/carers

- Parents/carers are permitted to take photographs or video footage of events for private use only.
- Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.
- 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 room, toilets, swimming areas etc.
- 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 DPO/DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

Use of photos/videos by children

The school will discuss and agree age-appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc.

- 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 only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- 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. For example, they will be for internal use by the school only and will not be 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 setting.

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.

- A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are 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 setting is to be considered to have acted in good faith.

Use of external photographers

The school uses Tempest Photography to take photos of the pupils on an annual basis.

- Any other external photographers who are engaged to record any events will be prepared to work according to the terms of the school's online safety policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
- Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people.

Links to other policies

Safeguarding and Child Protection Policy, Anti-bullying, Behaviour for Learning and Positive Relationships Policy, General Data Protection, E Safety, Acceptable Use Policies, and relevant curriculum policies including Computing, PSHE & Citizenship and Relationships Sex & Health Education.

School Data Protection Officer (DPO): Mrs R. Sumner

School Designated Safeguarding Lead (DSL): Mrs R Jenkin

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