



Use of Digital Images

The Witton Middle School is a forward thinking school that makes full use of the advantages offered to our students in the use of new technologies. There are many occasions upon which it is advantageous to make use of photographs and video that include students. This is to be encouraged. However, at Witton we do all we can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our students kept safe and secure, whether at school or elsewhere.

The aim of this policy is to establish the correct balance between the proper use of technology and the safety of our students at all times. We recognise that photography is a useful tool within school and it is employed routinely in many ways, for example for record keeping, displays, teachers' lessons, the school website blogs and sites, as well as in the student's own work. On occasions, photographs are also used for the press and other promotional purposes. We also recognise, on occasion, the wishes of parents to take photographs and/or video of their own children participating in school events.

This guidance applies to the collection and use of images of any person who can be identified, whether they are a pupil, teacher, other employee, governor, visitor or parent.

For the purposes of this guidance, an image is a still or moving picture of a person who can be identified.

When a school captures a person's image, whether it is by camera, CCTV, video, web camera or mobile phone, and that person can be identified, then the image is likely to be considered personal data. This means that the image must be processed in line with the data protection principles. 'Processing' means anything that is done to the image for example recording it, using it or sharing it.

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. Images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the internet, particularly social networking sites. Images of children should always be subject to careful consideration of context and appropriate steps must be taken to ensure that children are not photographed in any position or state of dress that could be interpreted as unsafe.

For this reason consent is always sought when photographing children using any means and including iPads, smart phones or cameras and additional consideration given to photographing vulnerable children, particularly Looked After Children or those known to be fleeing domestic violence. Consent must be sought from those with parental responsibility (this may include the Local Authority in the case of Looked After Children).



THE LEGAL POSITION

It is not illegal for photographs of students to be taken in school by staff but it is sensible to comply with all current recommendations and/or good practice recognition since photographs and video images may be classed as personal data under the terms of the Data Protection Act 1988. Therefore such images may only be used for school publicity or other purposes in cases in which the consent of the parent or legal guardian has not been withheld or withdrawn. At Witton Middle School, we will endeavour not to display personal images on websites, in publications or in a public place where such consent has been withheld or withdrawn and will, wherever possible, avoid naming individual students.

PARENTAL CONSENT

As a minimum requirement, all parents/carers need to know that their children may be photographed/videoed at school and the opportunity will always be open for parents to withhold or withdraw consent for: photographs or video taken by members of staff for school based publicity and promotional purposes. Photographs may be used for school newsletters, the school prospectus or for use on the school website. Parental permission will be sought on a yearly basis and can be withdrawn at any time. Parents/carers are recommended to discuss consent with their children so that they may also be empowered to withdraw consent should they or their parent/carer wish them to do so.

USE AND STORAGE OF PHOTOGRAPHS AND VIDEO IMAGES

Photographs taken as records of events or for educational purposes may be displayed around school on display boards and/or in evidence files and are then archived after use.

Photographs are not exchanged with anyone outside school or held for private use. Staff are only permitted to take photographs and/or digital images of students in "school or educational provision settings" and must never retain any image on a personal device. All data remains under the control of the setting and can therefore only be archived on secure school servers. For the safety of both children and staff, it is never permissible to store photos of school activities or events on personal devices. Personal equipment may only be used in exceptional circumstances, such as on residential or fixtures and only by prior agreement with the Headteacher. All stored images on any device must be password protected and all reasonable steps taken to ensure that images do not fall into use beyond the purposes of reasonable school business.

NEWS, SOCIAL MEDIA AND SCHOOL WEBSITE

The school website supports communication with parents and pupils and helps to promote and publicise the success of the school. Student's schoolwork is sometimes displayed on the website and can occasionally include images of students engaged in curriculum or enrichment activities. In addition, social media sites such as Twitter and Facebook are used by the school for promotional purposes. The use of children's images for school publicity will not be used with any full names or without prior permission of parents/guardians. Any subsequent requests from parents to remove images of their children will be respected. Children should also be given the opportunity to withdraw consent and this should be respected by school staff.

VISITORS TO SCHOOL EVENTS

Visitors are only permitted to take photographs of designated school events, including pupil assemblies and performances; sports events and fixtures. Parents/carers and other visitors must not take photographs at any other time without the permission of the Headteacher or member of the leadership team. Consent from those included in photographs should always be sought where it is reasonable to do so, such as if the subjects are in earshot when parents are taking photos of their own child, and no image of a child other than a child for whom parental responsibility is held, must be used on social media at any time. All parents/carers have the right to request that photos of their child are not used by others and children should be made aware of the purpose of the photos.

USE OF DEVICES BY PUPILS

Pupils are not currently permitted to use personal devices for taking digital images of a school activities or other pupils or school staff within school premises. If a pupil wishes to take images of other pupils, they should not do so without permission and are bound by the above guidance regarding consent and should therefore not distribute or share images on social media.

SOURCE MATERIAL

This policy has been drawn up with due regard to the following sources and documents:

DfE Keeping Children Safe in education

<https://www.gov.uk/government/publications/keeping-children-safe-in-education--2>

BECTA Keeping children safe in a digital world

<http://webarchive.nationalarchives.gov.uk/20130403213821/https://www.education.gov.uk/publications/eOrderingDownload/BEC1-15535.pdf>

Data Protection Act 1998 <https://www.legislation.gov.uk/ukpga/1998/29/contents>

Bring Your Own Device Guidance <https://www.gov.uk/government/publications/byod-guidance-executive-summary/byod-guidance-executive-summary#limit-the-information-shared-by-devices>

https://ico.org.uk/media/for-organisations/documents/1563/ico_bring_your_own_device_byod_guidance.pdf

NASUWT Guidance Teachers and Technology

<https://www.nasuwf.org.uk/uploads/assets/uploaded/05f1a766-233c-4a8c-94b0a7a6b77f6981.pdf>

ASSOCIATED POLICIES

E-safety

Online acceptable use

Social media policy for staff

Safeguarding

Parental/carers consent for digital images

Staff BYOD agreement

This policy appears on the school website

Prepared by: Deputy Headteacher Responsibility of: Deputy Headteacher

Agreement Date: 08.12.2017 Review Date: Autumn 2019

This Policy was prepared giving due regard to the disabilities and/or special education needs, age, race, religion or belief, sex/sexual orientation, gender/gender reassignment, marriage and civil partnership, pregnancy and maternity of the children and staff at Witton Middle School and its community.

VERSION CONTROL

Date	Version	Approved by	Title	Changes
08.12.17	1	Full Governors	Use of Digital Images	New