

# POWNALL HALL SCHOOL

*'Pownall Hall School is committed to co-education and aims to provide a caring, disciplined, safe and secure family environment, where all pupils are enabled and encouraged to maximise their academic, sporting, musical and creative potential. The School aims to instil traditional values of courtesy, good manners, mutual respect, tolerance and compassion in its pupils and help them develop self discipline and good working habits for the future. The all round personal development of each and every pupil lies at its heart.'*

## **3e - POLICY ON THE TAKING, STORING AND USING OF IMAGES OF CHILDREN**

### **Introduction**

Pownall Hall School is an open and inclusive community that is very proud of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give our many visitors a warm welcome.

We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the school year. The school walls are decorated with examples of pupils' work, team photographs and photographs of trips and expeditions in which our pupils have participated. We make full use of notice boards and screens inside the school to enhance our displays. Our web site is updated regularly, and all parents are sent our weekly newsletter in order to keep them fully abreast with the news of our active community.

### **The application of the Data Protection Laws to taking, using and storing images of children**

Parents who accept a place for their child at the school are invited to agree to the school using anonymous photographs of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the web site, as well as displayed within the premises, in bulletins sent to the school community and in the press. The consent form that we use for this purpose is attached at Annex A. (Full details of the school's Data Protection Policy and of its Records Keeping Policy are available on request).

### **Use of images**

We will only use images of our pupils for the following purposes:

- internal displays on notice boards and screens within the school premises,
- communications with the school community (parents, pupils, staff, governors and alumni),
- marketing the school both digitally by web site, by prospectus, by displays at educational fairs and other marketing functions, by advertising and features in the press (where permission is given).

The images that we use for displays and communications purposes never identify an individual pupil. Instead, they name the event, the term and year when the photograph was taken (for example, "Under 11 Football Team Lent Term 2009"). We only use images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc in their proper context. We never use any image that might embarrass or humiliate a pupil. Pupils are always properly supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs as appropriate.

### **Storage and Review**

Our images are secured either in locked filing cabinets or in a password protected section of the school's database. They are reviewed annually and are deleted when no longer required.

We have a procedure in place for regularly checking and updating our web site in every school holiday period, when expired material is deleted. We follow BECTA guidance on e-safety.

### **Media Coverage**

When we expect the press to attend an event in which our pupils are participating, we will make every effort to ensure that children, whose parents or guardians have refused permission for images of their children to be used, are excluded from any photographic session.

We will always complain to the Press Complaints Council (PCC) if the media fails to follow the appropriate code of practice for the protection of young people, including the children of celebrities.

### **Staff Induction**

All new teaching and office staff are given guidance on the school's policy on taking, using and storing images of children. Any devices such as camera phones, digital cameras or camcorders that are used to take photos should either be the property of the school, or should be registered with the school, for safeguarding and inspection purposes.

### **Use of cameras and recording equipment by parents and guardians**

Any devices such as camera phones, digital cameras or camcorders that are used to take photos should either be the property of the school, or should be registered with the school, for safeguarding and inspection purposes.

Pictures at sporting events, concerts and other school performances must only be taken with a device that is registered to the school.

Images that are taken with a registered device will be shared with the parents in a secure way.

### **Treating others with respect**

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. Our Anti-bullying policy is available to parents by request. The school is strongly committed to promoting equal opportunities for all, regardless of race, gender, or physical disability.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or a worrying issue to a senior member of staff

Pupils are not allowed to have mobile phones in school.

Our staff are not allowed to take images of children on their personal cameras or mobile phones at any time.

A school camera is available for recording activities and observations for school purposes, for example in the EYFS, on educational visits and on active pursuits.

## **Monitoring and Review**

This policy will be monitored by the Headmaster (SDP) and the Sub-Committee for Safeguarding and will be reviewed annually

**Approved:**

**Date:**

*Mrs. Eileen MacAulay*

*November 2017*

**Review Date: November 2018**

**CONSENT FORM:  
PHOTOGRAPHY AND USE OF IMAGES OR RECORDINGS OF CHILDREN**

Name of child (Block Capitals) :	
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We/I have read the school’s policy on taking, using and storing of images of children, and we/I agree that:

The school may use our child’s image/recording on internal display boards (both digital and conventional) within the school.	Yes/No ( <i>please indicate</i> )
The school may use our child’s image in material that is sent both electronically & by paper to the school community (parents, pupils, staff, Governors & alumni).	Yes/No ( <i>please indicate</i> )
The school may use our child’s image in printed material that is sent to prospective parents.	Yes/No ( <i>please indicate</i> )
The school may use our child’s image/recording on its web site and on marketing material including the press.	Yes/No ( <i>please indicate</i> )

This Consent Form is valid for:

The duration of our child’s time at the School	Yes/No ( <i>please indicate</i> )
Some shorter time – please specify	

We/I understand that we/I may revoke or amend this consent at any time by giving written notice to the school.

We/I agree to adhere to the school’s guidelines for the private use of cameras and recording equipment.

(Signature of Parent or Guardian).....

Print Name.....

Date .....

References:

- A. "Nativity Plays and Taking Photographs of Children" An article by Veale Wasbrough that first appeared in ISBA Bulletin 7/2006.
- B. "Using Images & Video Safely on School Web-sites," BECTA guidance (<http://schools.becta.org.uk>)
- C. "Schools and Children" and "Editor's Code of Practice" PCC codes of Practice ([www.pcc.org.uk](http://www.pcc.org.uk))
- D. "Data Protection Good Practice Note: Taking Photographs in Schools" ICO Guidance of October 2007 ([www.ico.gov.uk](http://www.ico.gov.uk))
- E. IAPS – "Guidance: Taking photos in schools" 2015