



IMAGE USE POLICY

Aim

Fitzharrys School works with children and families as part of our daily activities. These include: the delivery of day to day lessons, additional special events (wider learning days), school performances, sporting events and school trips etc.

The purpose of this policy statement is to:

- protect children and young people and safeguard their personal and sensitive data, who are educated at Fitzharrys School and may partake in 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.

This policy statement applies to all staff, volunteers, governors, trustees and other adults associated with Fitzharrys School.

Legal framework

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England, including GDPR/Data protection. guidance is available:

- online abuse www.learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse
- child protection www.learning.nspcc.org.uk/child-protection-system

We believe that:

- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely, protecting and safeguarding them
- safeguarding is everybody's responsibility
- it is important to work with a 'it could happen here mentality'
- children and young people should never experience abuse of any kind

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 school and its positive impact on its pupils

- 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 children, their 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
- there are potential risks associated with sharing images of children online.

More information about this is available from:

www.learning.nspcc.org.uk/researchresources/briefings/photography-sharing-images-guidance

We will seek to keep children and young people safe, and adhere to our obligations under the GDPR by:

- annually getting parents to complete our data check and consent form and the granting of the following permission:

Consent for use of images	
I give my consent to the school using images (including moving images) of my child on the school website, in school publications and in other promotional media. Images will not normally be linked to individual names unless they are used within articles for the local press (e.g. exam results).	
Parent/guardian signature:	Date:

- making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published unless a 'right to be forgotten' (RTF) is requested
- changing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them)
- we will take precautions to minimise the presence of any identifying information
- making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information, in line with retention policies)
- reducing the risk of images being copied and used inappropriately by:
 - only using images of children in appropriate clothing (including safety wear if necessary)
 - avoiding full face and body shots 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 the activity.

We will also develop a procedure for reporting the abuse or misuse of images of children as part of our Safeguarding procedures, and report to the trust's DPO. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe, and their personal information secure.

Photography and/or filming for personal use

When children themselves, parents, carers or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announce details of our photography policy before the start of the event. This includes:

- reminding parents, carers and children that they need to give consent for Fitzharrys School to take and use their images via the data check and consent form each year
- asking for photos taken during the event not to be shared on social media
- recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share
- reminding children, parents and carers who they can talk to if they have any concerns about images being shared.

Photography and/or filming for Fitzharrys School's use

We recognise that our group leaders may use photography and filming as an aid in subjects such as music or drama or to highlight and celebrate success in school. However, this should only be done with permission from The Head of School (who may delegate this to the Head of Faculty) and using school equipment.

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
- Informing children, their parents and carers that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared
- 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 safeguarding procedures.

Photography and/or filming for wider use

If people such as local journalists, professional photographers (not hired by Fitzharrys School) or students wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.

They should provide:

- the name and address of the person using the camera
- the names of children they wish to take images of (if possible)
- the reason for taking the images and/or what the images will be used for

- a signed declaration that the information provided is valid and that the images will only be used for the reasons given. Details of the retention policy should be made available to the school.

Fitzharrys School, via The Head of School, Mr Speke will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.

At the event we will inform children, parents and carers that an external photographer is present and ensure they are easily identifiable, for example by using them with a coloured identification badge.

If Fitzharrys School is concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our safeguarding procedures.

Storing images

We will store photographs and videos of children securely, in accordance with our safeguarding policy and GDPR/data protection law.

We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access. Images will be stored until students leave school in line with our retention policy.

We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

Fitzharrys School does not permit staff and volunteers to using any personal equipment to take photos and recordings of children. Only cameras or devices belonging to Fitzharrys School should be used.

Photographs are used to identify children and adults for official purposes, such as our staff and JMF6 identity cards. The information processed complies with the legal requirements for handling personal information. The trust's GDPR policy is here: <https://abingdonlearningtrust.org/wp-content/uploads/2019/07/ALT-Data-Protection-GDPR-1.pdf>

Further guidance can be found on the Information Commissioner's Office website at www.ico.org.uk

Related policies and procedures

This policy statement should be read alongside our organisational policies and procedures, including:

- Safeguarding.
- Procedures for responding to concerns about a child or young person's wellbeing.
- Code of conduct for staff and volunteers.
- Online safety policy and procedures for responding to concerns about online abuse.

Contact details

Photography and images co-ordinator

Name: Mrs A Davis

email: adavis@fitzharrys.oxon.sch.uk

Designated Safeguarding Lead

Name: Mr A Williams

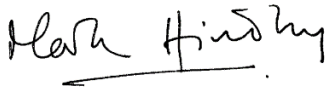
email: awilliams@fitzharrys.oxon.sch.uk

NSPCC Helpline 0808 800 5000

We are committed to regular review of this policy.

This policy was implemented on: 19th April 2021

This policy was last reviewed in: March 2021



Signed:

Name: Mr Mark Hindley

Safeguarding Governor at Fitzharrys School

Date: 17th March 2021