

STANDHILL INFANTS' SCHOOL

THE USE OF PHOTOGRAPHIC IMAGES IN SCHOOL

At Standhill School, we believe that the responsible use of children's images can make a valuable contribution to the life and morale of our school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate our school's achievements.

When such publicity involves the use of photographs of children of the school, the Data Protection Act 1988 requires that we obtain the consent of children's parents or guardians before we publish any photographs.

The Governing Body has approved the following policy with regard to the use of children's photographs within the LEA guidelines.

Use of Photographic Images Policy

1. The LA's view is that schools need to balance potential risks against the advantages of promoting the school in a colourful and attractive way. This policy is intended to ensure that any risks are minimised.
2. This general consent covers the use of photographs that we, or an authorized agent, have taken to promote or publicise school activities (or store them in the school for possible future use).
3. Photographs will be stored in a secure location and only authorized staff will have access to them. Photographs will only be retained for as long as your child remains at the school. After that time they will be destroyed except for group photographs held in the school's archive.

4. We will not use the images taken, or any information you provide, for any other purpose. Personal e-mail, telephone or fax numbers will not be disclosed.
5. Names and addresses will not be disclosed in detail, but we may state, for example, 'John from Newark'. If a child is named in the text of a publication, we will not use a photograph of that child to accompany the article without good reason. For example, we may include a picture and a full name of a prize winner if we have their consent. However, we will not include a picture and full name of a child in promotional literature.
6. We may use group or class images with very general labels such as 'literacy hour' or 'children exploring the environment'.
7. Parents may withdraw consent, in writing, at any time. Please note that were you to do so it might not be possible for certain images to be deleted (for example group photographs taken some time previously).
8. The use of video to record concerts will be dependent on the consent of all parents of the children involved in the production and the permission of the Headteacher. NOTE: concerts cannot be recorded where this involves an infringement of Performing Rights or Copyright Laws.
9. We are responsible only for photographs taken by us (or an authorised agent) and cannot be held responsible for images taken by others. Newspapers and TV will only be present in school with our permission in a controlled environment. Newspapers will usually want to publish names with pictures, and a separate consent for this is listed on the attached form.