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## 1.0 INTRODUCTION

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**Implementation:** It is the responsibility of line managers to ensure that staff members are aware of and understand this policy and any subsequent revisions.

**Compliance:** This policy complies with all relevant regulations and other legislation as detailed in the Compliance with Regulations & Legislation Statement.

## 2.0 KEY POINTS

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Schools need and welcome publicity. Children’s photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school’s achievements.

However, photographs must be used in a responsible way. Schools need to respect children’s and parents’ rights of privacy and be aware of potential child protection issues.

At Hillingdon Manor School every reasonable effort will be made to minimize risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs.

This policy applies to the use of photographs in school publicity materials, on its website and in the press.

This policy reflects the consensus of opinion of the staff and board of directors of Hillingdon Manor School. Its implementation is the responsibility of all staff.

Parents and visitors will be made aware of this policy.

## 3.0 CHILD PROTECTION

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There may be a risk when individual pupils can be identified in photographs. For that reason, the School has developed this policy to make every effort to minimize risk.

In the event of the inappropriate use of children’s photographs the Head Teacher will inform the local Child Protection Officer and Social Services and / or the police



#### 4.0 DATA PROTECTION ACT 1998

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Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians.

Hillingdon Manor School will not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes reception areas of the school but not classroom or corridor display boards.

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

#### 5.0 APPROPRIATE USE OF IMAGES IN SCHOOL PUBLICITY MATERIALS

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The staff and directors of Hillingdon Manor School will:

- Ensure that images are stored securely and used only by those authorized to do so;
- ensure that electronic images are stored on a secure network to which members of the public have no access;
- not use an image of any child who is subject to a court order;
- secure parental consent for the use of children's photographs;
- not use photographs of children or staff who have left the school without their consent; and
- only photograph children in swimming costume from the waist up.

#### 6.0 SCHOOL WEBSITE & THE PRESS

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The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. However, the staff and directors of Hillingdon Manor School are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the misuse of the Internet by certain people.

The directors will seek the consent of parents regarding the use of images on the Internet.

Children's names will not be included in photographs of children published on the school website.

##### The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that:

Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.

Pupils must not be approached or photographed while at school without the permission of the school authorities.

There is no breach of the Data Protection Act 1998 in passing on a child's name to a journalist as long as parental consent has been secured.



Hillingdon Manor School will provide names of children to accompany photographs published in newspapers and magazines only where the parent or guardian has provided their consent.

## **7.0 FILMING EVENTS & CAMERA PHONES IN SCHOOLS**

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It is usual for parents to take photographs and videos of children at school events such as the annual Nativity Play and Sports Day. Any objections to this policy should be addressed to the Headteacher.

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Where a commercial photographer is used, the school will follow the NSPCC guidelines which are as follows:

- Schools should provide a clear brief about what is considered appropriate in terms of content and behaviour;
- Schools should issue the photographer with identification which must be worn at all times;
- Schools should let parents and children know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs;
- Schools should not allow unsupervised access to children or one-to-one photo sessions at home;
- Schools should not approve / allow photo sessions outside the event or at a child's home.

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Headteacher who would report them in the same manner as any other child protection concern.

If schools or parents have concerns regarding the use of filmed images by television companies, they should contact the Office of Communication (Ofcom). Any objections to this policy should be addressed to the Headteacher.

### **Camera Phones in Schools**

Concerns have been expressed about the risks posed directly and indirectly to children through the use of camera phones on school premises.

In order to minimize risk at Hillingdon Manor School:

- Staff will only use mobile phones in office areas/staff room/reception while school is in session;
- Visitors will be advised of the ban on the use of camera phones in school and, wherever possible, will be accompanied by a member of staff during the duration of the visit;
- Pupils will be allowed to bring phones in to school but will be required to request adult permission to use them and this will be given only when appropriate and in a public place.

## **8.0 PARENTAL CONSENT**

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Hillingdon Manor School will seek the consent of parents / guardians regarding the use of photographs of children. The consent will include agreement on:

- How and where the photographs will be used;
- The period of consent; and
- The storage and deletion of photographs



## PHOTO USAGE POLICY

POLICY FOLDER: OPTIONS AUTISM & LD – HILLINGDON MANOR SCHOOL

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Consent will be sought as part of the admissions process when a pupil starts school. Where circumstances change, it is the responsibility of the parent or guardian to inform the Headteacher in writing.

Consent forms will be retained as part of a child's individual records while the child is still at school.

<b>Document Type</b>	Policy	<b>Version Number</b>	1.0
<b>Policy Owner</b>	Headteacher	<b>Last Review Date</b>	June 2017
<b>Date First Issued</b>	June 2017	<b>Next Review Date</b>	At least annually