

# *St. Francis' Primary School Drummaroad*



## *Use of Images Policy October 2020*

<b>Date Ratified</b>	
<b>Signature: Chairperson of the Board of Governors</b>	
<b>Signature: Principal</b>	

### Purpose of policy

Digital technology has vastly increased the use and potential misuse of photographic images (printed, digital and video images). As a result, concerns about allowing the filming of children's events and publishing their pictures to web sites has also increased.

This policy sets out how St. Francis' Primary School will ensure the safety and welfare of children in our care when taking photos/images of them.

### Policy Application

Our policy applies to all staff, governors and volunteers working at the school as well as visitors.

### Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to what they do at school. 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.

St Francis' Primary School recognises the need to respect children's and parents' rights of privacy and is aware of potential child protection/Safeguarding issues.

### Images taken by parents, legal guardians or family members at a school event:

We do allow families to use video cameras and take still photographic images of their own children. As it can be the case that other children are captured in images, families are required to sign to state that they allow the use of photographic equipment at such events.

We remind staff to be sure that people with no connection with our school do not have any opportunity to film covertly. Staff will quiz anyone they do not recognise who is using a camera or video recorder at events and productions, and a reminder sent out to parents about this expectation prior to the event.

#### Images for school publications:

- Children and their parents/legal guardians will be made aware of why their picture is being taken and how it will be used. Letter sent to parents at beginning of school year (See E-Safety Policy Attachment 1)
- The school will use photographs that represent the diversity of the children/young people participating.
- Images will be kept securely and held by the school for the duration of the pupil's time there, after which, they will be destroyed.

#### Images for the school website:

- School websites are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used.
- The storage of electronic images will be regularly reviewed by a senior member of staff.

Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.

#### Official School Photographs:

St. Francis' Primary School periodically invites an official photographer into school to take portraits/photographs of individual children and/or class groups.

When this happens, we undertake our own risk assessment in terms of the validity of the photographer/agency involved and to establish what checks/vetting has been undertaken.

Procedures also ensure that levels of supervision are appropriate to safeguard the welfare of children at all times when visitors are present on the school site.

**Reviewed: October 2020**