

Use of Children's Images



**NETTLEWORTH INFANT SCHOOL
AND NURSERY**



We nurture, we flourish, we achieve

*The word images is used here to include photographs, digital photographs, webcam, film and video recordings.

Author/Contact	Debbie Hyslop
Publication Date	Reviewed by Carly Ripley September 2023
Related Policies	Safeguarding, Health and Safety, *GDPR
Review Date	June 2024 (or sooner in response to significant change in legislation and/or whole school practice)
Approved/Ratified by	Staff and Governors at Nettleworth School

*This policy sits alongside the GDPR statement for the school.

Introduction

1. Nettleworth School believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.
2. We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.
3. Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

4. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer. A sample consent form for pupils is attached at Appendix A.
5. As a school, we have a huge responsibility to ensure our data processes are well protected and compliant with the Data Protection Act (DPA) 2018 and General Data Protection Regulations (GDPR).
6. In seeking consent, we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies.
7. Evidence Me is an online evidence tool used to store photographic evidence of children's achievements at school. Appendix B is a sample of the consent form used for this purpose.
8. All images will be used only by those who are authorised to do so.

Child protection

9. We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
10. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LA, Social Services and/or the police as appropriate.
11. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order or a cared for child.

Websites

12. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater

risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website.

13. Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education and Skills Superhighway Safety website (<http://safety.ngfl.gov.uk/schools/>).

Evidence Me

14. Evidence Me allows us to store photographic evidence of children's achievements and celebrations at school. There is a 'parent share' feature which allows us to share photographs with parents. It also allows us to receive photographs from parents.
15. Evidence Me uses parents/carers emails and teachers select who should receive the photographs.
16. We will adopt the same principles as outlined above and appendix B is a sample of the consent form.

Webcams and mobile phones

17. Webcams and mobile phones can be used to take images without people's knowledge. The school's policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.
18. Mobile phones that can take and transmit images will not be permitted in areas of the school where they could be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly.
19. All mobile phones are to be out of the reach of children and for Teachers and Teaching Assistants mobile phones should be kept in a secure cupboard or staffroom locker at all times. Staff are to use mobile phones only in the staffroom.
20. Parent helpers and visitors are to switch phones off when entering the premises and leave mobile phones switched off for the duration of their stay. When signing in as a visitor, the office collect mobile phones and these are then returned when the visitor leaves the building.

External photographers and events

21. If the school invites or permits an external photographer to take photographs within school, we will:
 - Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
 - Issue the photographer with identification which must be worn at all times
 - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
 - Not allow unsupervised access to children or one-to-one photo sessions at events.
22. The same conditions will apply to filming or video-recording of events.
23. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.



APPENDIX A



NETTLEWORTH INFANT AND NURSERY SCHOOL

Consent for photographs, video imaging (including any imaging format)

Childs Name: _____

Class: _____

Dear Parent/Carer,

At Nettleworth, we sometimes take photographs and moving images of pupils. We use these images for a number of purposes including; in the children’s books to record academic progress, on the school website, on display boards around school and to send out to families.

We would like your consent to take photos and moving images of your child, and use them in the ways described below. If you’re not happy for us to do this, that’s no problem – we will accommodate your preferences.

Why are we asking for your consent?

You may be aware that new data protection rules commenced in May, 2018. To ensure we are meeting the new requirements, we need to seek your consent to take and use images of your child. We really value using images of our pupils and I am sure you value receiving them! In this way we are able to showcase what pupils do in school and show what life at our school is like, to you and others, so we would appreciate you taking the time to give consent.

Please tick the relevant box(es) below and return this form to school.

I am happy for the school to take photographs and moving images of my child.

I am happy for photos of my child to be used on the school website.

I am happy for video images of my child to be used on the school website.

I am happy for photos of my child to be used in my child’s workbook.

I am happy for photos of my child to be used in internal & external displays.

I am happy for photos and video images of my child to be used on the information display screen in the entrance school.

I am happy for photos of my child playing and learning with class mates to feature in my child’s book and the books of the relevant class mates.

I am happy for my child to feature in individual or whole class/group photos and video images which may be shared with others, eg. via ‘Evidence Me’, local news agencies

I am happy for the School Photographer to take individual and group photos of my child

I am **NOT** happy for the school to take or use photos or video images of my child.

If you change your mind at any time, you can let us know by emailing office24@nettleworth.notts.sch.uk, calling the school on 01623 455940, or just popping into the school office.

If you have any other questions, please get in touch.

General Data Protection Regulation: Nettleworth fully complies with information legislation. For the full details on how we use your personal information please see the school’s website (<http://www.nettleworth.notts.sch.uk/privacy-notices/>) or call 01623 455940 if you are unable to access the internet.

Parent or Carers name: _____ Signature: _____

Date: _____

APPENDIX B



Dear Parent/Carer,

We use a system which allows us to share what your child is doing in school. It is called Evidence Me. You can visit the website at www.evidence.me/login or alternatively download the 'Evidence Me' app on your mobile devices.

The 'Parent Share' feature in Evidence Me enables you to view learning moments (complete with photos) via the app or website, showing you what your child has been learning and the new skills they are developing.

We think these moments will really brighten up your day!

You can send us your comments and feedback by simply adding them to the reports. This will help our staff to support your child even more effectively in the classroom.

Please complete the slip attached if you would like to receive updates on your child's learning and messages from their class teacher through the Evidence Me app or website.

Once you have provided us with your email address you will receive an email from support@2eskimos.com asking you to confirm that you would like to participate. Make sure you check your spam/junk inbox as sometimes emails can get lost in there.

Participation is optional, but we really recommend getting involved. If you have any questions or need any additional information, please contact the school directly.

We look forward to supporting you and your child and are always striving to provide the highest standard of education possible.

Please visit <http://help.evidence.me/parent-share/help-for-parents/> for further information and guidance.

Thank you

The Nettleworth Staff

Evidence me consent

By returning this slip I give consent for my email address to be used for Evidence Me.

Parent's name: _____

Email address: _____

Child's name: _____

Child's teacher: _____

General Data Protection Regulation: Nettleworth fully complies with information legislation. For the full details on how we use your personal information please see the school's website

(<http://www.nettleworth.notts.sch.uk/privacy-notices/>) or call 01623 455940 if you are unable to access the internet.