

WELLESLEY PRIMARY SCHOOL

Use of Images Policy

Rationale

The Data Protection Act 1998 came into force in 2000. It protects an individual's personal information. Personal information is information that identifies a living individual. The law requires that data controllers process such information lawfully, fairly and in accordance with the rights that individuals have been given. The Act applies to manual files as well as computerised records. The Act applies whether these images are held in printed form or displayed on the Internet.

Guidelines

Individual consent must be obtained from those included in images before we record them. The school's official Image/Photograph Consent Forms should be used for school displays, video footage and the school website. Forms will be given to Parents/Carers for signing when joining the school.

Images kept on hard drives should be password protected and the School's Internet and email policies will be obeyed. Images will only be used according to the consent given on consent forms.

Staff members commissioning images should ensure that the consent forms are adequate for the required purposes. If an official form is inadequate a covering letter can be drafted to include additional terms.

Images of children should not be taken and used without the consent of their parents. Children should be suitably dressed for images and they should not be used to promote unsuitable causes for example advertising brands or to incite interests in adult causes including pornography, gambling, alcohol consumption or smoking. Recording close-up images of individual children should be avoided where there are clear and reasonable alternatives.

In general, if a pupil is named on the website, their photograph should be omitted and if their photograph is used, their name should be omitted. Where names are used first names are preferred.

School records (with pictures) should be kept securely in manual or electronic form. For administrative ease and good practice, photographs of pupils should form part of pupil's records. However, parents should have the facility to view or remove such pictures.

Measurable Outcomes

- Images of children will only be used when a consent form has been signed by Parents/Carers.
- Images used will be appropriate
- School records which include images of children will be stored securely.

Conclusion

Images of children can help recognise and celebrate achievement, promote the school and reflect school activities as well as other events. These and other uses of images are important to school life and should not be excluded.

Reviewed: Summer 2009

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