

Policy for the Use of Images of Children

This policy sets out the school's expectations for classroom practice and the responsibilities of different staff in contributing to an outstanding learning environment it should be read in conjunction with the following policies.

Child Protection and Safeguarding Policy	Health and Safety Policy
Early Years Policy	Activate Handbook

Introduction

At Bowdon Prep we believe the use of images of pupils and their work to be one of the most important ways of building and maintain links with our school community. At Bowdon Prep we regularly take images of all our pupils for use on the following official school accounts: such as Facebook, Twitter, YouTube and the school's website.

We value the fact that so many parents are delighted to share these images with us increasing the feeling of pride amongst the school community. Until now, parents have been asked to sign a declaration allowing the use of these images when their children start school. We now feel that we should provide this opportunity annually and also include some more useful definitions.

Image taken by parents, legal guardians or family members:

- Parents, legal guardians, family members and friends can take images of their child and friends participating in school activities for family and personal use.
- Before parents, legal guardians, family members and friends are allowed to take images during school activities, they will have to sign an agreement that any images they take will not be used inappropriately.
- Photography and video filming will be limited to designated areas.
- Use of cameras and other equipment will be monitored.

Images for school publications:

- The school will only take and use images that are appropriate and are considered to not be open to misuse.
- If an image of a child is used, the child's full name **will not** be published. If a name is published, **no image will be used** without specific consent.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children will be given the option to not have their image used if they are the sole focus of the picture.
- Children and parents should be encouraged to recognise the value of group photographs or recordings of school events.
- 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 of children from the school will not be used to illustrate controversial subjects.

Images for the school website, Facebook, Twitter and YouTube:

- 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. Image filenames will avoid using children’s names.

Webcams:

- Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.
- A webcam will only be used in appropriate circumstances such as a normal class setting.
- Both children and teachers will be made aware of when a webcam is in use.

CCTV:

- The school does not use CCTV.

Children photographing one another:

- Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities.
- Camera phones are less visible and can be used to bully or take inappropriate images. It is school policy that only pupils who travel to school with adults are allowed to bring camera phones on site, in these cases they must be handed in to the school office upon arrival.
- If it is found that cameras or camera phones have been misused, the school will follow its usual disciplinary procedures.

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

Policy Review and Dissemination

All members of staff and Governors will receive a copy of this policy. Copies may be reviewed by parents. This policy will be reviewed, evaluated and updated as required and formally on an annual basis to assess its relevance and effectiveness.

Date of update	(U) Updated (R) Reviewed by	How was updated disseminated	Parents informed	Policy on website
Jan 2015	H.Gee (U)	Staff meeting	Yes	Yes
Jan 2016	H.Gee (U)	Staff briefing	no	Yes
Jan 2017	H.Gee (U)	Staff email – all staff to familiarise	Yes	Yes
Jan 2017	S. Hughes (R)			
Jan 2019	H.Gee (R)	Staff Briefing	Yes	Yes