

Maple Medical PRU

Use of Photographs policy

Introduction

Maple Medical PRU needs and welcomes positive publicity. Children's photographs add colour, life and interest to materials and articles promoting school activities and initiatives. This can increase pupil motivation, staff morale and help parents/carers and the local community identify and celebrate the school's achievements.

However, in order to respect young people's and parents'/carers' rights of privacy and because of potential child protection issues, photographs must be used in a responsible way. Maple Medical PRU is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

This policy seeks to achieve a practical balance to secure the above.

The word photograph includes video/DVD as well as still images.

Data Protection Act

Under the terms of the Data Protection Bill (2018), images of pupils (or staff) must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access.

General rules on using photographs of individual children

- Parental consent must be obtained. For the Nursery, consent is obtained on home visit and wherever necessary.
- Images of children in suitable dress will be used – photos of children engaged in PE or swimming presents a greater risk of potential misuse. In these cases, the content of the
- photograph should focus on the activity, not a particular child; should avoid full face
- and body shots. For example, shots of children in a pool or shoulder up would be
- appropriate.
- Where we have been informed that a child is subject to a court order or are looked after then we will never use their image. We will ensure images are stored securely, especially where electronic, and used only by those authorised to do so.
- Ensure file names given to electronic images of pupils do not identify the child, e.g.maryjones.jpg
- Staff must use the Centre IPAD to photograph children and/ or babies. They must never, under any circumstances, use their own devices.

Newspapers

- As long as parental consent has been secured newspapers may publish photographs of pupils but must only use first names. They may also refer to group photographs collectively e.g. YPC pupils, JASP year 11, Link, Hospital School
- Pupils must not be approached or photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff

Websites

- The parental consent form will explicitly include publication on the school website.

Commercial & Outside Photographers

- Will be given a clear brief about what is considered appropriate in terms of content and behaviour
- Wear identification at all times
- Will not have unsupervised access to children or one-to-one photo sessions at

events

- Will not solicit photo sessions outside the event or at a pupil's home

Parental Consent

On admission of a pupil or baby to the school parents/carers will be asked to sign photography consent form which makes clear the school's policy.

Complaints Procedures

Parents/carers should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

Head teacher signature

Management Committee signature

Date of policy June 2018

Date of Review June 2020