



Tomlinscote
School

Photographic Images of Children Policy

Policy Type:	Local
Approved By:	Tomlinscote AQC
Effective From:	July 2019
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Using Photographic Images of Children – Seeking Consent

Tomlinscote School will ask for parental/carer consent to any photographs that may be taken of a student while he or she is at school. Generally, photographs of children for school and family use, and occasionally for publication in the local Press, are a source of pleasure and pride and so are to be welcomed. To comply with data protection, we need parental permission to photograph or make any recordings of their child.

We need to take, and retain, photographs for student records and while undertaking assessments in some subjects. Sometimes we take photographs of children involved in organised activities either at the school or when they are away from the school site. We may use the pictures in school publications, such as the prospectus, and on our website. We may also make video or webcam recordings for use by the school and while undertaking assessments.

Occasionally, the school may be visited by the news media (usually local newspapers) to take photographs or film an event at the school. Students will often appear in these images, which will be published in local newspapers or even broadcast on television.

Although it is fairly rare for television companies to visit the school, consent for newspaper photographs would also apply to television images. However, children's names are normally not given on television and we would seek specific permission from parents before a child's name were used.

We live in an age in which technology has vastly increased the use, and potential misuse, of photographs. In the recent past, there has been concern about the possibility of a child being identified by a photograph in the Press, or in the filming of a school event, in case they are put at risk of being targeted for abuse. Having taken advice from Surrey Police, the Surrey Safeguarding Children Board and other organisations, we believe that the risk of a child being identified by a stranger is so small that, provided reasonable steps are in place to limit the publication of their names and addresses, photography of children at the school should continue, in line with the policy set out below.

Policy Aims and Objectives

Our policy assumes that a parent/carer is happy to have their son/daughter professionally photographed for school records (usually three times during the life of a student at Tomlinscote), and photographed or recorded where there is a practical element to curricular assessment, and it is impossible to capture a 'performance' without the use of a video camera. The latter could be the case in Physical Education, Drama and Music in particular.

Broadly, Tomlinscote follows the Department for Education and Skills (DfES) advice: "If the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil." Therefore, we will **not** use children's full names alongside their photographs in the school's own printed publications, in video films or on our website. However, students' first names may be used, and their full names may be given in group situations where they cannot be linked to individuals in the photograph.

With regard to the Press, the school **will** allow local newspapers to take photographs of children, when appropriate, provided that parental consent has been given. Some newspapers insist that children's names must be published with their photographs. If not, they may decline to cover school events. Therefore, we will normally give the children's full names (but not addresses) to newspapers. Parents/Carers have the opportunity to inform the school if they have any objection. If they do object, the school will not allow their child to be photographed by the Press. (Please note that the school will seek an undertaking that a child's name will not be used if their image is put on the newspaper's own website.)

On joining the school, parents/carers are given an admission documentation pack, outlining key policies. After reading this, parents/carers then complete an online data collection form, which includes collecting parental consents. Parents/carers should also discuss this with their child.

On the consent form, parents/carers will be asked if the school can take photographs and use them (unidentified by the student's full name):

- On the school website
- In local newspapers (on the basis that full names are also published) and other news media
- On official school-managed social media accounts
- On video or webcam for school projects
- Use by The Prospect Trust for their promotional material.

Please note that

- *websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies*
- *newspapers will be asked to avoid using the child's name if their image is put on the newspaper's own website*
- *this consent will also be taken to apply to television images, provided that your child is not named except with your specific agreement.*

Parents/carers can change their decision at any time, using the school's SIMS Parent App.

Parents/carers should ensure that any photographs or video recordings taken at a school event (by them or members of their family) will be kept for family use only.