



Billinghay Church of England Primary School

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The Use of Photographs in School

Dear Parent / Carer

This information is to read alongside the Use of Photographs in School permission slip. It sets out information on Data Protection and how we as a school would use photographs in school publicity material, the school website and in newspapers.

The information is taken from our 'The Use of Photographs in School Policy', a full copy of which is available on request from the school office.

The school needs and welcomes positive publicity. Photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for the school in publicity materials can increase pupil motivation and staff morale and help parents and the local community identify and celebrate the school's achievements. However, photographs must be used in a responsible way. The school needs to respect young people's and parents' rights of privacy and be aware of potential child protection issues.

Data Protection Act

- Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians. This means that the school should not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.
- The permission of all the people who will appear in the photograph, video or web cam image must be obtained before the footage is recorded. This means adults as well as children.
- Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot.
- The Data Protection Act does not apply to photographs or films taken by parents for their own private use of their children.
- **Any images or film taken by parents / carers or family members must be taken for personal use only. Images including others must not be put on the Internet, and that if they are Data Protection legislation may be contravened.**

Use of Images in School Publicity Material

- Wherever an individual can be recognised from an image, the following rules will be adhered to:
- If the child is named in the publicity material, the school will avoid using their photograph.
- If a photograph is used, the school will avoid naming the child.
- Only images of children in suitable dress will be used in order to reduce the risk of inappropriate use.
- The image of a child who is subject to a court order will never be used.
- It will be established whether the images will be retained for further use.
- Images will be stored securely and used only by those authorised to do so.

- Photographs of children (or teachers) will not be re-used after they have left the school without consent. They will be deleted from the secure area a year after a person has left school.

Use of Images on the School Website

- Billingham Church of England Primary School operates the following policy on its website regarding the use of photographs, to ensure the privacy and safety of pupils at the school:
- Where pupils are named, only their first names are given.
- Where a pupil is named, no photograph of that pupil is displayed.
- Where a photograph is used which shows a pupil, no name is displayed.
- When choosing photographs for the website, the school is mindful of the way pupils may appear in them, and will not include images which are in any way inappropriate, such as close up portrait shots of individual pupils.
- No other private information about pupils is ever published on the website such as surnames or contact details.

Use of Images in Newspapers

- Billingham Church of England Primary School will provide names of children to accompany photographs published in newspapers and magazines only where the parent / carer has provided their consent.
- Following Lincolnshire County Council's advice, for photographs of larger groups such as the Year 5/6 class, it is sufficient to state "Year 5/6 from Billingham Church of England Primary School". For smaller groups, e.g. teams individual names can be published where the parent / carer has provided their consent.
- There is no breach of the Data Protection Act in simply passing on a child's name to a journalist so long as the school has secured parental consent.

Kind Regards

Mr R Allen
Headteacher