

## **POLICY TO MANAGE THE SAFE USE OF CHILDREN'S PHOTOGRAPHS/IMAGES**

### **Introduction**

We need and welcome positive publicity. Images of children add colour, life and interest to articles promoting school activities and initiatives. Making use of images 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, it is important that images of children are used in a responsible way. We need to respect young people's and parents' rights of privacy and be aware of potential child protection issues.

***Many mobile phones act as camera phones. These are not to be used in school by pupils in Y7-Y11 and if phones are brought in to school they must be switched off and placed in the pupil's locker or bag.***

### **Consent**

Consent will be requested from parents with regard to the use of photographs, videos, computer-generated or web cam images when their child joins the school. Images of pupils will only be published in a school publication, on the school's website or in a newspaper or magazine with parents' consent.

### **Restrictions on use of images**

1. Images of pupils within school publications, such as the prospectus, will not be named. However, in order to celebrate an achievement, pupils may be named in a newspaper.
2. We will only use images of pupils in suitable dress to reduce the risk of inappropriate use.
3. We will never use an image of a child who is subject to a court order.
4. Images will be stored securely and used only by those authorised to do so.
5. We will not re-use images of children (or teachers) after they have left the school, without first gaining their prior permission.

### **Monitoring of the taking of images by press and parents**

1. The use of photographs in newspapers is already subject to strict guidelines, but we will closely monitor the activities of photographers on the school site.  
The Press Complaints Commission's Code of Practice states that:
  - Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.
  - Pupils must not be approached or photographed while at school without the permission of the school authorities.
2. If parents or other spectators want to photograph or video record an event such as sports day or a school production, permission must be obtained from the headteacher or senior member of staff present.
3. Visitors to the school will be discouraged from using camera phones whilst on the school site.

Queen Elizabeth's Grammar, Alford  
*A Selective Academy*

**PARENTAL CONSENT FORM FOR PHOTOGRAPHS / IMAGES**

**Signing of this form gives agreement for images of the pupil named to be used by the school for promotional material or in publications to celebrate individual and school successes.**

Name of Pupil:

Date of Birth:

Name of Parent:

Address:

I have read and understood this form and the school's policy and give my permission for my child's image to be used by the school.

Signed:  
(Parent)

Date:

This consent form covers any use of the images for the time your child is at the school. At the end of that period, all images of your child will cease to be used in any new materials without prior permission, and the master image will be destroyed.

**Please return to the school office by Friday 22 September 2017**