

Queen Elizabeth's Grammar, Alford

A Selective Academy



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 academy activities and initiatives. Making use of images of the academy in publicity materials can increase pupil motivation and staff morale and help parents and the local community to identify with, and celebrate, the academy'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 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 webcam images when their child joins the school, and again when their child enters the Sixth Form. Images of pupils will only be published in an academy publication, on the academy's website or in a newspaper or magazine with parents' consent.

Restrictions on use of images

1. Images of pupils within academy publications, such as the prospectus, will not be named. However, in order to celebrate an achievement, pupils may be named in a newspaper (with a parent's consent).
2. We will only use images of pupils in suitable dress to reduce the risk of inappropriate use. If photographs are taken during swimming, identifiable pupils will not have full body shots taken, they will only be shoulder-up photos.
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 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 an academy production, permission must be obtained from the Headteacher or senior member of staff present.



Queen Elizabeth's Grammar, Alford

A Selective Academy



3. Visitors to the academy will be discouraged from using camera phones whilst on the school site.

