



*Inspire Learning, Ignite Curiosity*

## **Marlow C of E Infant School Photography and Filming Policy 2021**

***Then God said, “Let us make mankind in our image, in our likeness” Gen 1:26***

### **Rationale**

At Marlow Church of England Infant School our vision is to inspire learning and ignite curiosity, within a welcoming Christian and spiritual community. We embrace the uniqueness of everybody and are inclusive of all. Our values of, respect, kindness, perseverance, forgiveness, thankfulness and service guide all that we do and our aim is for every child to feel nurtured, supported and safe.

Our belief is that every individual is created in God’s image and therefore is precious and valuable. We believe in treating everybody with respect and dignity because we acknowledge everyone’s God given value and unique identity.

We aim to achieve this by providing children with the opportunity to work towards achieving their full potential by:

- Embracing the uniqueness of everybody and be inclusive of all
- Empowering all to be enthusiastic learners
- Ensuring that every child feels nurtured, supported and safe
- Enriching learning through progressive teaching methods and technology
- Being responsible to and for society
- Being good citizens of the planet

At Marlow Church of England Infant School, our safeguarding culture is of prime importance to us. We take our responsibility to keep children safe and safeguard their well-being incredibly seriously

As a school we support the rights of children and these rights are encompassed in the UN Convention of the Rights of the Child. This is reflected in this policy by Article 19 ‘*You have the right to be protected from being mistreated, in body and mind*’ and Article 28 ‘*Children have the right to go to school and receive a good quality education.*’

It’s important that children and young people feel happy with their achievements and have photographs and films of their special moments. Family and friends also want to be able to share the successes of their children when they have been part of a special event or activity.

However, some children, parents or carers may not be comfortable with images of themselves or their children being shared. For example:

- if a child and/or their family have experienced abuse they may worry about the perpetrator tracing them online
- children who choose not to have contact with some members of their family may decide to minimise their online presence
- families may have religious or cultural reasons for choosing not to be photographed.

### **Scope and Aims**

- this policy aims to protect children and young people who take part in school services, events and activities, specifically those where photographs and videos may be taken
- this policy sets out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities

- to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people.
- this policy applies to all staff, volunteers and other adults associated with Marlow Church of England Infant School
- this policy must be read in conjunction with other relevant school policies including, but not limited to; Child Protection, Anti-Bullying, Privacy Statement and Data Protection

### **Legal framework**

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance is available on NSPCC Learning:

- [online abuse legislation and guidance](#)
- [child protection legislation and guidance](#)

### **We believe that:**

- children and young people should never experience abuse of any kind
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

### **We recognise that:**

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children, provide a record of our activities and raise awareness of our school
- the welfare of the children taking part in our activities is paramount
- children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images
- there are potential risks associated with sharing images of children online.

### **We will seek to keep children safe by:**

- always asking for written consent from a child and their parents or carers before taking and using a child's image. We will not do this for each individual circumstance but will write to parents annually to seek consent for the year's activities.
- always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children
- making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
- not using a child's name alongside their photograph (in a caption) in our published material
- Where a child's name is mentioned in the body of an article accompanied by a photograph, we would only ever use a first name
- never publishing personal information about individual children
- making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information)
- reducing the risk of images being copied and used inappropriately by:
  - only using images of children in appropriate clothing (including safety wear if necessary)
  - avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
  - using images that positively reflect young people's involvement in the activity.

We will also develop a procedure for reporting the abuse or misuse of images of children as part of our child protection procedures. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.

### **Photography and/or filming for personal use**

When parents, carers or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announce details of our photography policy before the start of the event. This includes:

- reminding parents, carers and children that they have given consent for Marlow Church of England Infant School to take and use their images
- asking for photos taken during the event not to be shared on social media
- recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share
- reminding parents and carers who they can talk to if they have any concerns about images being shared.

### **Photography and/or filming for Church of England Infant School use**

We recognise that our staff and external activity leaders employed by us may use photography and filming as an aid in activities such as music or drama. However, this should only be done with school permission and using our equipment. Children, parents and carers must also be made aware that photography and filming is part of the programme and give written consent.

If we hire a photographer for one of our events, we will seek to keep children and young people safe by:

- providing the photographer with a clear brief about appropriate content and behaviour
- ensuring the photographer wears identification at all times
- informing parents and carers that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared
- not allowing the photographer to have unsupervised access to children
- not allowing the photographer to carry out sessions outside the event or at a child's home
- reporting concerns regarding inappropriate or intrusive photography following our child protection procedures

### **Photography and/or filming for wider use**

If people such as local journalists, professional photographers (not hired by Marlow Church of England Infant School) wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.

They should provide:

- the name and address of the person using the camera
- the names of children they wish to take images of (if possible)
- the reason for taking the images and/or what the images will be used for
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given.

Marlow Church of England Infant School will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the parents and carers of the children who are the intended subjects of the images and inform the photographer of anyone who does not give consent.

At the event we will inform parents and carers that an external photographer is present and ensure the photographer is easily identifiable, for example by issuing them with a coloured identification badge.

If Marlow Church of England Infant School is concerned that someone unknown to us is using sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our child protection procedures.

### **If consent to take photographs is not given**

If parents and/or carers do not consent to photographs being taken, we will respect their wishes. We will agree in advance how they would like to be identified so the photographer knows not to take pictures of them, and ensure this is done in a way that does not single out the child or make them feel isolated.

We will never exclude a child from an activity because we do not have consent to take their photograph.

### **Storing images**

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law.

We will keep electronic images in a protected folder with restricted access. Images will be stored until the child leaves our school.

We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

Marlow Church of England Infant School does not permit staff and volunteers to use any personal equipment to take photos and recordings of children. Only cameras or devices belonging to the school should be used.

### **Related policies and procedures**

This policy statement should be read alongside our organisational policies and procedures, including:

- Safeguarding and child protection policy and procedures.
- Code of conduct for staff and volunteers.
- Online safety policy and procedures for responding to concerns about online abuse.

### **Contact details**

Photography and images co-ordinator

Name: Mrs Wendy Beckett  
Phone/email: 01628 483983/office@marlow-infant.bucks.sch.uk

Designated Safeguarding Lead

Name: Mrs S Reynolds  
Phone/email: 01628 483983/ office@marlow-infant.bucks.sch.uk

NSPCC helpline

0808 800 5000

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## **Children's Images: Frequently Asked Questions for Parents/Carers**

### **Why do we need a policy?**

Schools, playgroups, nurseries and youth groups have always used photographs as a way of celebrating achievement or seeking publicity for fundraising etc. Families and children often enjoy seeing their loved ones in print or on a website. We want to ensure that everyone can continue to enjoy these activities safely. However, parents/carers need to be aware that placing any identifying information in the public domain has risks and will need to understand these issues to give properly considered consent. It is important that parents/carers and educational settings can fully consider the issues before any problems can arise.

### **So, what are the risks?**

The most highly publicised and worrying risk is that a child who appears in the paper or on a web site may become of interest to a predatory sex offender. Locating people through the internet has become extremely easy, using widely available software, so if there is a picture and the name of a school/setting together with the name of the child then it could be quite easy to find out the child's address and even work out their likely route to school/setting. There are also other specific groups of children and families whose safety could be put at risk if identified e.g. families fleeing domestic abuse. To limit these potential risks, we will take appropriate steps, as outlined in the attached consent form, to safeguard children and the wider community.

### **Isn't this just scaremongering?**

Sadly not. There have been cases of families receiving unwelcome phone calls following appearances in the press. However, this is rare, so it is important to have a sense of proportion in these matters. Remember we want to celebrate success and achievement but parents must be aware of risks to make an informed decision.

### **What about school websites?**

The same concerns apply to school controlled online sites; there is an added concern that images of children can be copied, manipulated or changed by another person. We can try to copy protect images and will use lower quality images, but this can be bypassed so cannot not be relied upon to keep images safe.

### **I want to do my own recording of the school/setting play/event is this okay?**

Taking pictures or recordings of your own children for your own personal use is okay. The difficulty arises when other children are also be filmed. It is important that we are all aware that some members of the community may be vulnerable and must not have their image shared online as they could be put at risk from harm. You may not always know who these people are and we need everyone's support to protect the whole community. It's also important for us all to role model positive behaviour for children, so check first before posting any images online which contain other children than your own. Parents/carers should not copy images from the school website without appropriate permission from the school.

## Letter Template - Parental Consent for Images

Dear Parent/carer

This letter explains why we will need to ask for your consent before we are able to take photographs of your child during their time at Marlow Church of England Infant School.

Generally, photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording education activities
- recording their learning and development progress
- recording and celebrating special events and achievements

We may also encourage children to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other.

We do however recognise that with the increase use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

We have a specific policy regarding the use of images and also include the safe use of mobile phones and personal devices as part of e- safety policy, which is available on our school website.

To comply with the General Data Protection Regulations (GDPR) and the Data Protection Act, we need your permission before we can photograph or make any recordings of your child. Please read and complete the online form and do not hesitate to contact me should you have any queries.

Yours sincerely,

Mrs S Reynolds  
Headteacher



## Guide to the Use of Images Online

### Using Images Safely and Responsibly

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social networks, such as Facebook, YouTube and many other websites. This means that we can easily share our photos and video with family and friends.

Whilst this can be very useful to all of us, we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

### What should we all think about before posting any images or video online and are there any risks?

- Once posted and shared online any image or video can be copied and will stay online forever.
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
- Some children are at risk and **MUST NOT** have their image put online; not all members of the community will know who they are.

Therefore, in order to keep all members of the community safe we must all **'Think Before We Post'** Online

**At Marlow Church of England Infant School, we are happy for parents and carers to take photos and video of events for personal use but request that these images are not distributed or put online. This is to protect all members of the community.**

We thank you for your support

Further Information on the Use of images and video:

- Information Commissioner's Office: <https://ico.org.uk/for-organisations/education/>
- Think U Know: [www.thinkuknow.co.uk/parents](http://www.thinkuknow.co.uk/parents)
- Get Safe Online: [www.getsafeonline.org](http://www.getsafeonline.org)