Richard Lander School

Use of Images Policy

Policy Effective From: September 2026

Responsibility: Assistant Head/Deputy Head/Head/Governing Body

Reviewed and monitored by: Assistant Head/Deputy Head/Head/Governing Body

Review Date: September 2027

Purpose of policy

This policy sets out how Richard Lander school will ensure the safety and welfare of children, young people and/or vulnerable adults in our care when making photos/images of them.

Policy Application

Our policy applies to all staff, governors and volunteers working at the school as well as visitors.

Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press 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 Sex Offences Act 2003 amended Section 1 of the Protection of Children Act 1978 by raising the age of a 'child' from 16 to 18. This means it is now an offence to 'take, make, allow to take, distribute, show, possess with intent to distribute, or advertise indecent photos or pseudo photographs of children under the age of 18.

Richard Lander School recognises the need to respect children's and parents' rights of privacy and is aware of potential child protection issues.

Image capture by parents, legal guardians or family members at a school event:

- Filming or photographing of school events by parents is discouraged. The school will record the event and make copies available to all parents, for which there may be a charge.

Images for school publications:

- The school will only take and use images that are appropriate and are considered to not be open to misuse.

- If an image of a child is used, the child's name will not be published without consent.
- The school will ensure that images of a single child will be in a school context such as taking part in a school activity or on school grounds.
- Children and parents should be encouraged to recognise the value of photographs or recordings of school events.
- The school recognises that images must not be used to cause distress, upset or embarrassment.
- The school will use photographs that represent the diversity of the children/young people participating.
- Images of children from the school will not be used to illustrate controversial subjects.
- Images of children from the school will only be stored on school devices. E.g. school PCs, servers etc.

Images for the school website:

- School websites are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names.
- The storage of electronic images will be regularly reviewed by a senior member of staff.

Webcams:

- Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet and support links between pupils in different schools, countries and cultures.
- A webcam will only be used in appropriate circumstances such as a normal class setting.
- Both children and teachers will be made aware of when a webcam is in use.

CCTV:

- The school uses CCTV in some areas of the school as a security measure.
- Cameras will only be used in appropriate areas

Children photographing one another:

- Staff will supervise students photographing other students during on-school or off-site activities and ensure it is consensual.
- Camera phones are less visible and can be used to bully or take inappropriate images. It is school policy to allow pupils to bring camera phones on site but they should be switched off during school. They should not be used in changing rooms, toilets or in other areas with a heightened expectation of privacy.
- If it is found that cameras or camera phones have been misused, the school will follow the disciplinary procedures as outlined in our bullying or behaviour policy. In some cases, it may be necessary for Richard Lander School to contact children's social care and/or the police.

Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.

Taking Photographs in School

Appendix 1

Under the legal obligations of the General Data Protection Regulation (GDPR), the school has specific responsibilities in terms of how and when photos and videos may be taken, stored and retained.

Recommended Good Practice

Fear of breaching the GDPR provisions should not be wrongly used to stop people taking photographs or videos which may record important events. The GDPR requires schools to seek consent and give informed information about the use and storage of images.

- Photos taken for official school use may be covered by the GDPR and students and parents/carers should give informed consent.
- Photos taken purely for personal use are exempt from the GDPR

  Personal use of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo, and are not intended to be passed on to unknown sources. The principles of the GDPR do not apply to images and videos taken for personal use.

  Official school use is defined as photography and videos which are used for school purposes, e.g. for building passes. These images are likely to be stored electronically alongside other personal data. The principles of the GDPR apply to images and videos taken for official school use.

  Media use is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for a local newspaper. The principles of the GDPR apply to images and videos taken for media use.

  Staff may also take photos and videos of pupils for **"educational purposes**". These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events, assessment and workbooks. The principles of the GDPR apply to images and videos taken for educational purposes.

Parents'/Legal Guardians' Consent to Take and Use Images of Pupils (under 13)

Key Policy Points:
Richard Lander School recognises that a balance between the low risk of misuse and the numerous positive results of colourful, well produced school material is necessary.

- The school will only take and use images (photographs, videos) that are appropriate and are considered to be safe from misuse.
- Children will be made aware of why their pictures are being taken and how they will be used.
- The school will take precautions to ensure only appropriate images are used for the website.
- If a camera phone has been misused the school will follow its usual disciplinary procedures.
- If an image of a child is used, the child's name will not be published without consent.

PARENTS
Please read our Policy for the Use of Images of Children and indicate whether you agree to your child's images being taken. You have the option to indicate whether or not you consent to your child's images being taken and used for different purposes. **You can withdraw your consent at any time by writing to the school.**

Name of child (block capitals)
Child's date of birth
Name of parent or legal guardian (block capitals)
I give my consent to images of my child being taken and used for official school purposes of promoting or publicising school events in accordance with the guidelines of the policy for the duration of the time at the school.
I give my consent to images of my child being used on the school website and I understand that these images will be available on the World Wide Web.
I give my consent for images taken by the school in accordance with the guidelines of the policy to be used for Cornwall Council publications.
I give my consent to my child being included in any images taken by other parents or carers who wish to photograph or record school events in which their children are participating.
Signature of parent or legal guardian of the child
Relationship to the child
Date (date/month/year)

I / We do not consent to images of my child being used.
Signature of parent or legal guardian of the child
Relationship to the child
Date (date/month/year)

NB: There may be other circumstances, falling outside the normal day to day activities of the school, images of children are needed. The school recognises that in such circumstances specific consent from the parent or legal guardian will be sought before any photography or filming of children starts. If you have concerns or queries about any of this information, please contact the school.

Please return to: Richard Lander School, Higher Besore Road, Truro TR3 6LT.

Richard Lander School
Guidelines for Staff when Photographing School Events

- Member of staff taking photographs of an event where possible should be identified by a badge.
- Staff should only take photos or videos on a **school still or video camera and the memory card or tape should also be the property of the school.**
- Where possible download the images directly to the school Staff Shared Area within 24 hours.
- Post capture alteration should be done using a **school computer** and **editing software** after initial downloading.
- All images must be stored on a **school hard drive/computer/server.**

Stylistic Content

- All images should be appropriate to and reflect the event. Where possible have the student's permission.
- For events where students are wearing clothes not normally associated with the school the photo needs to be taken in context and reflect the activity.
- All stored images will be reviewed regularly and no photo will be kept unnecessarily.

Equipment

- With the advances in technology many students' mobile phones are able to take photographs. The advent of sites like Facebook or Twitter has lead to a revolution in image publication and students often exchange images using this medium. However, where possible, all photographs taken by staff members should be taken on a conventional camera.