

Marshland High School



Use of Images Policy

Approved – Autumn 2015

‘Success Through Learning’

Marshland High School Specialist Science College



20150915

Use of images policy

The school does not have the right to take, store or publish images of students unless prior consent has been given, specifying the use the images will be put to.

Images should be stored securely, dated and deleted after a maximum of 2 years. Images cannot be published or distributed beyond the school without the specific consent of all the people in the images, or their parent for students under 18 years old, regardless of whether they are in school or not.

Consent of the Head Teacher, governors or any member of staff is not sufficient for the taking, storing, publishing or distribution of images.

Stored images should not be used for a new purpose. If this is required, consent for the new use of the image needs to be given.

Consent for the use of an image cannot be given by anyone under the age of 18. Consent must be given by the adult with parental responsibility.

Children in care of the local authority

Before any image of a child in local authority care is used, consent **must** be given by the local authority which has corporate parental responsibility. Consent by the young person or their carer is not sufficient. If in doubt, ring the NCC communications team on 01603 222973.

Particular care needs to be taken with images of PE or swimming events. Specific written consent is needed for the use of images from such events, with clear explanation given as to the use that will be made of the image.

Consent forms are to cover the child's entire time at the high school unless written notification is given to change the agreed consent. The consent forms: -

- ◆ Include possible specific uses of images.
- ◆ Include events that are coming up,
- ◆ Must be presented to any in-year applicants,
- ◆ Can be changed at any time by the receipt of a written instruction from the parent or guardian.

A decision about the recording of images should be made in advance by the Head Teacher for major events like sports day, trips or a school production. This should be shared in writing with the parents involved before the event. This can be on the event consent form. Child protection concerns are not usually given as the reason to ban recording. For example, distraction of the participants or inconvenience to others in the audience may be presented as reasons to disallow the use of recording at a school

event.

Parental objections to the taking, storing or publishing of images should be carefully considered by the Head Teacher.

Names of students must not be given in full if accompanying an image unless specific consent has been given in addition to the school's consent form. The use of a first name and year group is a way to avoid giving a full name.

Images stored on the school network cannot be used for a new purpose in the school. For example, if an image is required for use in a prospectus, the parent must give consent for this new use before the school publishes the image.

The use of images must not lead to harm or upset. If any objection to the use of an image is raised by a student or their parent, then this objection must be acted upon.

To safeguard both staff and students, staff should not have images on their own devices of students past or present. Staff must not take these images home for any reason. If staff are asked or offer to photograph or record a school event, they must use a camera or memory device from the school. These are controlled by the reprographics manager. The member of staff will be asked to return the memory device to the reprographics manager. Any breach of this guidance could lead to disciplinary action.

Appendix
Parental Consent Form for the Use of Electronic Images

Parent(s) or Guardian of _____ (name of child)

Occasionally, we may take photographs of the children at school. These images may be used in our school prospectus, in other printed publications that we produce, on our school website, or on project display boards in school. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

Occasionally our school may be visited by the media who will take photographs or film footage of a high profile event, or to celebrate a particular achievement. Students will often appear in these images, which may appear in local or national newspapers or in televised programmes.

In order that we can protect your child's interests, and to comply with the Data Protection Act 1998, please read the Conditions of Use on the back of this form before answering questions 1-4 below and signing and dating this form. Please return the completed form (one for each child) to school as soon as possible.

- ◆ May we use your child's photograph in printed publications for promotional purposes, or on project display boards? **Yes** **No***
- ◆ May we use your child's image on our school Website, for example in the school prospectus or the newsletter? **Yes** **No***
- ◆ May we record your child's image on video? **Yes** **No***
- ◆ May we allow your child to appear in the media as part of school's involvement in an event?
Yes **No***

***Please circle your choice**

I have read and understand the conditions of use attached to this form.

Parent's or Guardian's signature:

Name (block capitals please):

Date:

Conditions of Use

1. This form is valid for the academic year 2013 to 2014. Your consent will automatically expire after this time.
2. The school will not re-use any photographs or recordings after your child leaves this school without further consent being sought. Images will be stored securely, and only for a maximum of 2 years.
3. The school will not disclose the personal details of any child or adult in a photographic image, on video, on our website, in the school prospectus or in any of our other printed publications.
4. The school will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
5. Specific consent will be sought for residential trips or unusual events which may not be covered by these conditions.
6. Third parties will not be given consent to use images taken of students at the school.
7. We may include pictures of students and teachers that have been drawn by students. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
8. We will only use images of students who are suitably dressed.
9. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Notes on Use of Images by the Media

If you give permission for a child's image to be used by the media then you should be aware that:

- ◆ The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- ◆ It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs);
- ◆ It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.

***If you have concerns about any aspect of the school's use of
images,
please speak to Mr Kennedy, Mrs Clitherow
or the communications team on 01603 222972.***

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