



# Image Consent Policy

## 2023 - 2025

Adopted by Hunslet Moor Primary School

Governing Body in July 2016

Reviewed: July 2020

Reviewed: July 2023

Next Review: July 2025

# **Hunslet Moor Primary School**

## **Policy for the Use of Images of Children**

This policy forms part of the wider safeguarding responsibilities of every adult who works at Hunslet Moor Primary. Our Image Consent Policy links with our Keeping Children Safe in Education, ensuring that we whilst we ensure that we are able to celebrate the achievements of our children we are always focussed on ensuring the safeguarding of children is paramount. In line with GDPR, we view children's images as personal data and treat any images/recording of pupils as such.

### **Image taking by parents, legal guardians or family members:**

- Parents, legal guardians, family members and friends can take images of their child participating in school activities for family and personal use.
- Senior Leaders in school have the right to refuse photographs been taken if there is a risk to a child's/children's safety.
- Photography and video filming will be limited to designated areas.
- Use of cameras and other equipment will be monitored.

### **Images for use within school:**

*At Hunslet Moor Primary School, photographs are used to capture children's learning. This may be through their engagement with practical activities in class, or around school and also in class assemblies, performances or on educational visits. These photographs may be of individuals or groups of children. In order to share children's learning within school and with parents and our community we ensure that parents and carers understand our approach through our 'Parent/Carer Consent Form' (appendix 1). This also enables parents/carers to inform us if they do not want their child's photograph to be used.*

*As part of children's education of online safety and wider responsible use of technology, we ensure that children are aware of image consent and how to make informed decisions about how and when their image is captured and used. This forms part of the Computing curriculum taught in school. When children are having their photograph taken, staff will ensure that children are made aware of why their picture is being taken and how it will be used.*

- Photographs of children can only be taken on school password protected iPads/Chromebooks unless prior permission has been sought from a member of the Senior Leadership Team.
- Images must only ever be saved and stored on the staff area of the school network and never on external hard drives or individual laptops. Images should be deleted from iPads as soon as they have been saved appropriately or printed. An exception to this is if children are working on a 'project' on the iPad/Chromebooks that they need to return to.
- Images that need to be stored for a longer period will be kept securely and held by the school for the duration of the pupil's time there, after which they will be destroyed.
- Children's images can be used within school, with corresponding names as long as a guardian has given permission to do so. This may be in books, on displays or any other media used within the school premises. Staff should be aware that photographs should focus on children's work/activities and where possible capture the specific child only.
- Parents/Carers are asked permission, via our 'Parent/Carer Consent Form, for children's photographs to be used in displays around school and in class books and that these

photographs may include individual or groups of children. As part of how we share children's learning with their families, class books are sent home at the end of the year. Parents/carers are made aware of this in our 'Parent/Carer Consent Form'.

- Consent can be refused or withdrawn at any time. If consent is withdrawn, we will delete the photograph or video and not distribute it further.
- **It is the responsibility of class teachers to check the consent that is in place for individual pupils prior to photographing/recording or displaying.**

### **Parent/Carer permission for children to be photographed for school website, school publications or wider media**

Permission for children's images to be used on the school website, in school publications and in wider media will always be sought through our 'Parent/Carer Consent Form' Where Parents/Carers do not give permission these pupils will not have their photograph taken.

#### **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 specific consent.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children will be given the option to not have their image used if they are the sole focus of the picture.
- Images of children from the school will not be used to illustrate controversial subjects.

#### **Images for the school website:**

In addition to rules outlined in 'images for school publications':

- School websites and Twitter pages 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. If children's images are used on the school website or Twitter, no individuals will be named without prior parental permission. Image filenames will avoid using children's names.

#### **Images for the school social media:**

- Twitter can only be accessed using school laptops and devices in order to upload images obtained.
- Permission for children's images to be used on the school Twitter page will always be sought through our 'Parent/Carer Consent Form'. Where Parents/Carers do not give permission these pupils will not appear on our social media pages.
- Parents have the right to withdraw their consent at any time.

#### **Children photographing one another:**

- Staff will supervise and maintain control over any photographing pupils do during activities.
- Images should be deleted from iPads at the end of the day and stored on the staff network. This should not be stored on laptops or any personal devices.



## Appendix 1: Parent Image Consent Form:

### Image Consent

At Hunslet Moor Primary School, photographs are used to capture children's learning. This may be through their engagement with practical activities in class, or around school and also in class assemblies, performances or on educational visits. These photographs may be of individuals or groups of children. As a school, we identify any image of a child as personal data and ensure we capture, store, use and destroy this data in line with the school's policy on data protection. Images are stored on our secure school network (not on devices) and are deleted after use. A copy of our Data Protection policy is available on the school website or from the school office.

Please read the statements below and tick the boxes to acknowledge understanding and to give your permission where this applies.

#### Class books/ Early Year Profiles

As part of how we share children's learning with their families, class books are sent home at the end of the year. Please be aware there may be an image of your child in another child's book or Profile (if in the Early Years).

As a parent/carer I give consent to the use of images of my child in class books/profiles and displays at Hunslet Moor Primary. I understand that my child's image may be included within an image in another child's book/profile

#### School website, school publications and wider media including Twitter

On occasion we would like to capture children's learning to share on our school website, school publications and School Twitter page. In these instances we will never use a child's name alongside their photograph or if a child is named in the text, we will not use a photograph of that child to accompany the article.

From time to time, our school may be visited by the media to capture a high profile event. This may involve taking photographs of children in large or small groups which sometimes will be published in local or national newspapers, or on approved websites. We will always ensure that we contact you individually to ask for your written consent before allowing your child's name to be published.

I give permission for my child's image to be used on the school website or in other printed publications that the school produces for promotional purposes.

I give permission for my child's image to be used in the media (e.g. newspaper)

I give my permission for my child's image to be used on the school Twitter page.

### Permission to walk to the local library – Dewsbury Road Library

At Hunslet Moor Primary, we want our children to develop a passion for reading. We would like your permission for your child to take part in accompanied walks to the Dewsbury Road Library – our local library, which is within a very short distance from school. We anticipate that these visits will be termly.

I give permission for my child to walk, accompanied and supervised by adults, on termly visits to the local library that will take place during the school day.

I have read and understood the conditions of use on the back of this form.

Parent/Carer's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Carer's name: \_\_\_\_\_

## Conditions of Use

**The form is valid for the duration of your child's attendance at Hunslet Moor Primary school.**

**You have the right to withdraw or change your consent at any time. To do so please contact our School Office who will ensure your wishes are acted upon.**

We will not re-use any photographs or recordings a year after your child leaves this school.

We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image or video on our website, in our school prospectus or in any other printed publication.

The images we take will be of activities that show the school and children in a positive light.

If we use photographs of individual children, we will not use the name of that child in the accompanying text or photo caption.

If we name a pupil in the text, we will not use a photograph of that child to accompany the article.

We may include pictures of pupils and teachers that have been drawn by the pupils.

We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

We will make every effort to ensure that we do not allow images to be taken of any children for whom we do not have permission or who are "at risk" or disallowed from having their image taken for legal or social reasons.

We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended. However, we cannot guarantee this and take no responsibility for the way images are used by other websites or publishers or for any consequences arising from publication.

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies. In giving your consent, you understand that images may be used in printed and electronic format.

**Please complete the form overleaf and return to school.**

