

Policy for using images of children

The use of multimedia technology such as digital photography is increasing in schools. This is a sensitive issue and we wish to manage the use of images of children in school in a sensible way. Additionally, in order to comply with the Data Protection Act 1998 we seek parental authorisation before we use images of the children.

We have developed a stimulating curriculum, which provides many opportunities for creative, expressive and practical learning. At the same time we are also developing a more interactive school web site. Naturally we are very proud of the children's achievements and may wish to include images of the children participating in a range of exciting learning activities in a range of school publications.

The authorisation would cover:

- The use of photographs in the school prospectus and other printed publications that we produce for promotional purposes.
- Occasional use of photographs in the local press to celebrate individual, team or whole school successes.
- Occasionally our school may be visited by the media who will take photographs or film footage, which may be used in national papers, or on televised news programmes.
- The use of images of children on the school web site.
- Recording school concerts, sports day and school visits.
- The use of multimedia technology, such as video and web cam recording by children as part of their learning.
- Recording learning outcomes for example in PE or drama for school assessment purposes.

The use of images of the children will be governed by the following guidelines:

- We will write to all parents seeking authorisation for the use of photographic images.
- If parents do not return the authorisation slip we will assume they agree to the conditions for use of photographic images.
- We will keep an up-dated list of parent authorisation in the front of class registers.
- We only require authorisation once and it would last for 4 years from the date of signing or for the period of time your child attends the school. The authorisation will automatically expire after this time.
- We will not re-use any photographic images after the children have left the school.

- We will not use the personal details or names of any child in a photographic image on video, on our web site, in our school prospectus or in any of our other printed publications.
- We will not use personal e-mail or postal addresses, or telephone or fax numbers on video, on our web site in our school prospectus or in any other printed publications.

- If we use photographs of individual pupils we will not use the name of that child in the accompanying text or photo caption.
- If we name a child in the text we will not use a photograph of that child to accompany the article.
- We may include pictures of pupils and adults that have been drawn by the children
- We may use group or class photographs or footage with very general labels, such as "sports day" or "Year 3 visit ".
- We will only use images of children who are suitably dressed to reduce the risk of such images being used inappropriately.

7.7.06