



Inspiring Futures Partnership Trust

Use of Images and Video of Children Policy

Type of policy	Child Protection
Updated and reviewed by	Victoria Morris
Updated in	June 2018
Next review due	June 2019

Inspiring Futures Partnership Trust
Policy for the Use of Images of Children

A. The Use of Images of Pupils at the Trust:

1. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
2. If we use photographs of individual pupils we will not use the name of that child in the accompanying text or photo caption.
3. We will not use the personal details or full names of any child or adult in a photographic image, video, website, academy prospectus, digital display or in any other printed publications.
4. We will not include personal e-mail, postal address or telephone number in a photographic image, video, website, academy prospectus, digital display or in other printed publications.
5. We may use group or class photographs or footage with very general labels, such as a "science lesson".
6. We will only take and use images and videos of pupils who are suitably dressed.
7. We may include pictures of pupils and teachers that have been drawn by the pupils.
8. Photography and video filming will be limited to designated areas - classrooms, outdoor areas.
9. Use of cameras and other equipment will be strictly limited to the Trust's own equipment and storage. (This is detailed clearly for staff in our Acceptable Use Policy)

B. Images of School Publications

1. The Trust will only take and use images that are appropriate and are considered not to be open to misuse.
2. If an image of a child is used the child's name **will not** be published. If a name is published **no image will be used** without specific consent.
3. Children will be made aware of why their picture is being taken and how it will be used.
4. Images will be kept securely and held by the Trust.

5. Parents must notify us in writing if they want any image(s) removed.
6. We may continue to use images after the child has left the Trust as they are seen as ambassadors of the Trust and of their academy.
7. Images of children from the Trust will not be used to illustrate controversial subjects.

C. Images for the Trust Websites, Twitter and Official Facebook Page

The Trust websites are part of the internet and are more easily accessible than paper based academy publications. The Trust will make sure that only appropriate images are used. Image filenames will avoid using children's names.

D. Webcams

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

E. Children Photographing One Another

1. Staff will supervise and maintain control over any photographing pupils do during on site or off site activities.
2. If it is found that cameras or other mobile technology has been misused, the academy will follow its usual disciplinary procedures.

F. Image Taken by Parents, Legal Guardians or Family Members

Parents, legal guardians, family members and friends can take images and videos of their child and friends participating in Trust activities for family and personal use.

G. Media

Photographs taken by local newspapers are exempt from the Data Protection Act 1998 as long as the Trust or individual academy has agreed to this e.g. visit from local Mayor.

The Trust or individual academy will inform pupils if this situation arises and inform them that they may appear in the newspaper.

H. Use by other companies and associations

Occasionally other companies or associations such as the School Meal company or a support group such as Young Carers may request that a phot or video may be used on their website or social media. This will be permitted as long as it adheres to the academy policy as detailed in points A, B and I of this policy. External photographers will be accompanied by a member of Trust staff.

I. Parental Consent

All parents are given the option to opt out of the Trust's Use of Images Policy on entry of their child to their academy.

- Parents will be asked to notify the Trust in writing of any objections regarding consent before photography is allowed.
- If no objection is received from parents/carers then the Trust will assume consent has been given.
- The only exception for this will be for those Children in Care or in Foster Care where written consent must be received from the social worker or the foster carer.
- Children who have been opted out will not have their images used for any purpose other than what the parents have agreed to (e.g. use in learning journey or classroom display). In group photos, their face may be blurred out in order to allow use of the photo.

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