



**STUDIO  
SCHOOL**  
ISLE OF WIGHT

## **Safe use and storage of Images Policy : IOWSS P2.2**

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Policy Links:

- Health and Safety policy
- Behaviour policy

## 1. Introduction

The Isle of Wight Studio School, in common with all educational establishments welcomes positive publicity. Students' photographs add colour, life and interest to materials and articles promoting school activities and initiatives and give a real sense of what life at the Isle of Wight Studio School is really like. This can increase student motivation; staff morale and help parents and the local community identify and celebrate the school's achievements.

However, in order to respect young people's and parents' rights of privacy and because of potential student protection issues, photographs must be used in a responsible way. The Isle of Wight Studio School is committed to safeguarding and promoting the welfare of students and young people and expects all staff, volunteers, visitors and parents to share in this commitment.

This policy seeks to achieve a practical balance to secure the above. It is designed to meet current legal requirements regarding the use of images taken of students in the school. It sets out how these images will be taken, used and stored. It explains this process to parents/carers and seeks their consent to use images of their students. In this way the school will protect the interests and safety of all stakeholders.

## 2. Data Protection Act

Under the terms of the Data Protection Act 1998 (which came into force in 2000) images of students (or staff) must not be displayed in a public place without consent. The Act applies to manual files as well as computerised records. Therefore, it directly affects the use and storage of all types of photographs, video images, web cameras ("webcams") and stills from Closed Circuit Televisions ("CCTV") cameras. The Act applies whether these images are held in printed form, stored on shared drives or displayed on the Internet.

## 3. Roles and Responsibilities

The Headteacher will ensure that parents/carers are made aware of this policy, that the consent letter (attached – Annex A) is sent out to all parents/carers at the start of each academic year and that returns are accurately stored on students' records.

The Headteacher will ensure that all staff are aware of the policy and its implications. Staff will be requested to sign an **Acceptable use of ICT agreement** (Annex A) to ensure adherence to key e-safety policies in operation within the Isle of Wight Studio School

All staff will ensure that they are fully aware of the policy and its scope and that any images taken and stored of students fall within that scope.

#### **4. General rules on using photographs of individual students**

- Parental consent must be obtained
- Images of students in suitable dress will be used – photos of students engaged in PE or swimming present a greater risk of potential misuse. In these cases the content of the photograph should focus on the activity, not a particular student; should avoid full face and body shots. For example, shots of students in a pool or shoulder up would be appropriate.
- Where we have been informed that a student is subject to a court order then we will never use their image.
- We will ensure images are stored securely, especially where electronic, and used only by those authorised to do so.

#### **5. Newsletters / printed publications**

As long as parental consent has been secured photographs of students may be published in printed publications. Individuals' names should only be included where parents have been informed in advance. Publications may however refer to group photographs collectively e.g. xxx Class or The Isle of Wight Studio School football team.

Students must not be approached or photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff.

#### **6. Websites**

The parental consent form will explicitly include publication on the school website.

Where possible the school will use technology to prevent the misuse or downloading of images placed on the school website, e.g. watermarking, browser restrictions

#### **7. Parental Responsibilities.**

We recognise that parents, carers and family members wish to record events such as school plays, sports days etc to celebrate their student's achievements. However, it is important that such records remain private and for their own personal use. Upon a student's admission to the school parents will be asked to sign a photography consent form that acknowledges this. (Annex B)

It is therefore important that parents are aware that they must not upload any photographs taken on school premises (or school trips) to any social networking site where images of students can be "tagged" with names.

## **8. Video & Filming**

The appropriateness of photographic images earlier outlined also applies to video/film images.

As long as parental consent has been obtained it is permissible for staff at the Isle of Wight Studio School to film / video students engaged in school activities (both on and off site)

Occasionally it is necessary to film students engaged in learning for staff training / development purposes both within the Isle of Wight Studio School and sometimes outside of our school. Where this is the case and the video will be shown to more than 12 people at a time or potentially outside of the Isle of Wight Studio School a standalone / specific consent form explaining the scope of the activity and use of images should be sent home for signature and return.

## **9. Commercial & Outside Photographers / Film Crews**

On any occasion where commercial / outside photographers or film crews are present on any school site they will

- be given a clear brief about what is considered appropriate in terms of content and behaviour
- Wear identification at all times
- not have unsupervised access to students at any time
- Will not solicit photo sessions outside the event or at a student's home

## **10. Camera Phones – parents and staff**

Camera phones may be used at school events by parents as outlined in 8 above. It is not acceptable for camera phones to be used under any other circumstances.

Staff must not use camera phones to capture images of students engaged in learning either on or off site.

## **11. Specific responsibilities of staff**

Any staff who work directly with students are permitted to photograph or video students engaged in learning activities both on and off site. In doing so staff must ensure that they:

- Use only School owned cameras and recording devices
- Use only school issued memory cards
- Only store images on the school computer system in the shared drive

## **12. Parental Consent**

On admission of a student to the school parents/carers will be asked to sign a photography consent form which makes clear the school's policy, especially:

- i) How and where photographs will be used
- ii) The period of consent
- iii) The storage and deletion of photographs

We will contact parents/carers annually with the option to change their preferences. The only exception to this will be section 3 of the parental agreement form relating to parental use of photography devices.

## **13. Complaints Procedures**

Parents should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

## **14. Review**

This policy will be reviewed by the Governing Body annually in line with the student protection policy, in view of the continual advances in technology and in response to significant views expressed by parents, staff and students (if appropriate).



### Staff Internet Safety and Acceptable Use Policy

**In line with our policy on e-safety it is requested that all staff read and sign the agreement below:**

#### **Internet Use**

- Students and non-staff adults are not to use the Internet without staff supervision.
- Any web pages to be used for teaching purposes should be screened by a member of staff before use with students.
- Fire walls, content screening software or service providers with filtering facilities are to be used wherever possible.
- Students and non-staff adults are instructed in the responsible use of the Internet and are asked to report any unsuitable material directly to the ICT Manager or a member of the Senior leadership Team promptly.
- Unsuitable content which is not blocked via the school filtering system should be reported to a member of staff. Any unsuitable content accessed via search engines such as Google, or other Internet sites should also be reported.
- The internet to be used for curriculum, professional and administration purposes only. Personal use of Internet by staff is permitted outside of core teaching time. However care should be taken to ensure that all websites are closed down appropriately and machines logged off.
- Internet used out of school hours by students should always be under staff supervision.
- No information which could lead to the unauthorised identification or contact of an individual student or adult by a member of the public may be published on the Internet.
- Photographs of students may only be published on the School website by the website manager (with parental permission) but the students appearing should **never** be named.
- Private contact details of staff or students (other than the School's contact details) must not be published on the Internet.

#### **E-mail Use**

- Excessive unsolicited emails i.e. 'spam' to be reported to a member of staff. Under no circumstances should any accompanying attachments be opened.

- Any school business should only be conducted via the school email system provided.
- Use of personal email accounts to conduct school business is **not** permitted. Likewise, school email accounts should **not** be used for personal uses.
- Personal e-mail accounts may be accessed by staff outside of core teaching time (subject to school filtering systems).
- All personal email accounts must be closed down appropriately when not in active use. Staff is requested to exercise extreme caution in accessing personal information via school ICT equipment or in school hours. Failure to do so may place students at risk of seeing or accessing unsuitable content which would be taken very seriously and may result in disciplinary procedures taking place.
- Personal use of e-mail addresses of students is not permitted.
- Personal use of e-mail by visitors and those outside of those outside the school is not permitted, unless authorised by a staff member.
- No information which could lead to the unauthorised identification or contact of an individual student or adult by a member of the public may be emailed.
- Photographs of students may be emailed via school e-mail within the organisation freely, but if they are e-mailed outside the organisation parental permission will be needed. Names should not be included in external e-mails.

### **Responsible use of ICT facilities**

- Staff and guests should be instructed in the responsible use of the ICT facilities.
- Staff and guests must not interfere with the work of others on the system either directly or indirectly.
- The facilities must be used in a responsible manner, in particular, staff and guests must not deliberately view, create or transmit material that is deemed / likely to be deemed as:
  - Obscene, defamatory or indecent
  - Cause annoyance, inconvenience, anxiety or offence.
  - Infringes the copyright of another person.
  - Introducing or causing viruses on school computer systems or networks.
- If staff, students or guests are found to have infringed these guidelines, then the incident must be reported to the Head Teacher as soon as possible. A record of the incident should be made in an ICT Incident Book and depending upon the severity of the incident, a verbal or written warning may be given; the user may be allowed only restricted access to facilities; the user may lose the privilege of using the facilities; exclusion from school for students or the initiation of staff disciplinary procedures for adults may result or in extreme cases, the police may be contacted.

### **Use and storage of Digital Images and Media**

- Photographs taken of students should always be done using school equipment. It is not acceptable to take photographs or video recordings on personal cameras or mobile phones owned by members of staff or any other individuals in school.
- When pictures are stored on the network, they should be deleted once used and should never be stored beyond their purpose. Exceptions to this would be for school purposes

such as the school brochure, or photographs used for publication purposes. Equally, images of students at school should never be stored on home computers.

- School cameras which hold images of students should not be taken outside of the school unless on school business.

I agree to the terms set out in this agreement.

I understand that Internet use and e-mail use may be monitored.

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Safe use and storage of images agreement**

**Name of Student:** \_\_\_\_\_  
*(Please complete in CAPITALS)*

**Date of Birth:** \_\_\_\_\_

**Class Name and Year:** \_\_\_\_\_  
*(Please complete in CAPITALS)*

<p><b>Photographs from Educational Trips and Visits</b></p> <p>I give permission for my child to be photographed during educational day trips and visits for the duration of my child’s attendance at The Isle of Wight Studio School</p> <p>I give permission for my child to be photographed during travel to venues using appropriate transport for the duration of my child’s attendance at The Isle of Wight Studio School, including buses, trains, underground tube trains, coaches and river buses.</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p><b>Photographs</b></p> <p>I give consent for my child’s photograph to be used by the School and included in brochures, official websites, newsletters, on displays etc for the duration of my child’s attendance at The Isle of Wight Studio School.</p> <p>I give consent for the school appointed photographer to take pictures of my child(ren) which will be made available to me should I wish to purchase.</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p><b>Use of photography devices by parents</b></p> <p>I agree that any pictures I may take of my child during the course of school events will be for personal use only.</p> <p>I agree that I will not upload images to any social media sites. Failure to adhere to these conditions may result in my exclusion from school events such as Class Assemblies, Christmas events and Sports Day.</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>

**Name of Parent/Carer:** .....  
*(Please complete in CAPITALS)*

**Relationship to student:** .....  
*(Please complete in CAPITALS)*

**Signed by Parent/Carer:** ..... **Date:** .....