

Use of digital images – photography and video

Cringleford CE VA Primary School uses photographs and videos to showcase our pupils' achievement and promote the school. Photos and videos may be taken of children:

- By teachers as part of a learning activity, e.g. photographing children at work for the Learning Journals in Reception, etc., and showing the pictures on the class interactive whiteboard
- For presentation purposes around the school, e.g. in school wall displays and electronic presentations to capture images around the school as part of a project, lesson or assembly
- For presentations about the school and its work in order to share good practice and celebrate achievements, e.g. on the school website and in the local media (e.g. Cringleford Parish Magazine or equivalent, EDP or Evening News, Norwich School Sports Partnership website celebrating sports events)
- For presentations on class VLE page (password protected)

The school abides by the following rules for any external use of digital images:

- If the pupil's name is visible, we avoid using their photograph
- If a child's photo is used, the school avoids using **full** names or identifying individual children
- Only images of pupils in suitable dress are used
- The website will be regularly checked to ensure that there is no content that compromises the safety of pupils. In the event that your child could appear in the wider media (for example a television crew or reporter attending an event) additional permission will be requested. Please note that if the school actually wanted your child's image linked to their name we would contact you separately, e.g. if your child won a national competition and wanted to be named in local or government literature.

Parents and carers may wish to photograph or film their child taking part in school events (e.g. Sports Day, class assemblies and performances etc.) as these images are an enduring part of each family's record of their child's progress and a celebration of success and achievement. In these situations it is virtually impossible to prevent other pupils from being included in the shots. Such photos, if taken, should only be used for the family's own album. The school advises parents **not** to upload pictures that include other people's children, onto social media platforms (e.g. Facebook).

The Data Protection Act 1998 does not apply to images taken purely for **personal** use and therefore parents and carers are exempt from the provisions of the Act if they are taking photos or making a video recording for their own private use. The Information Commissioner's Office guidance makes it clear that the Act should not be used as a reason to stop parents or family members from photographing or recording school events.

In exceptional circumstances the school will need to protect vulnerable pupils from being photographed in group shots and parents asked not to take photographs during a performance. In this case time might be set aside at the end for parents to photograph their child.

By ticking the consent section for 'Use of digital images – photography and video' you are consenting to photography and video being taken of your child. Please note that you may withdraw your consent at any time by contacting the school office.