



## Guidelines on how we use and store visual media



**On entry to the Tynings School, mums, dads and carers are asked to complete an Admission Form. Within this form is consent for web publication of work and visual media.**

1. Visual media refers to all types of photographic and electronic images, stored electronically or in paper forms, on the Internet and including webcams, CCTV. It also covers forms of media storage methods not currently used in school or not yet invented.
2. Children's learning and achievement is positively reinforced by the use of images and we use them to celebrate children's achievement both within and beyond school.
3. The use of images will follow best practice guidance and will comply with the Data Protection Act (2000), Copyright and the Human Rights Act (1998) ensuring a right to a private life, and the common law of confidentiality.
4. Children will be suitably dressed in all photos – i.e. in school uniform, costume for concerts, own clothes on themed/fundraising days or in PE kit.
5. Children's images will not be used to promote advertising brands.
6. Recording of close up images will be avoided where there are clear and reasonable alternatives.
7. Where it is essential that a close up is used, parents will be informed before the image is used externally (e.g. newspaper, website, social media used by the school).
8. If a pupil is named, their photograph will be omitted and if their photograph is used, their name will be omitted.
9. If a parent is unhappy with an online image, it will be removed as soon as is possible for the school or website manager to do this.
10. Images of school events will be stored in paper or electronic form (with the exceptions of School resources and History Resources – see below).
11. Images may be taken of children during the course of their learning and stored in albums, used in a display or stored electronically (e.g. a school trip, the School Council, Reception children's first weeks in school, foundation stage observations etc)
12. Providing there has been no objection by parents, the images may be used to promote and record learning, or for promotional purposes (e.g. School Prospectus, online media, newspaper articles about the school etc.).
13. Images that are not relevant/required will be deleted or shredded.
14. After children have left school images may be kept for use in History. These may be kept indefinitely.

15. Images on computers will require a password protected account to access them.
16. Annual passport size school photographs of the child will be stored on the front page of their profiles from Reception to Year 6 (i.e. 7 years). Parents have the right to view the photos and request their removal.
17. Newspapers and other media (not the school) have the responsibility to gain permission from parents before the image is used in eg: local papers, TV, websites other than the school.
18. Children's names will rarely be used on the website. If necessary then only the first names will be used and without association with an image.
19. Parents are invited to take photos and videos of school events as a family record (e.g. Nativity Plays, Concerts, Assemblies and Sports days etc). If any parent wishes their child not to be included in such recordings they should write to the Headteacher who will make arrangements for the child not to be involved in the event.
20. Parents are requested not to share any photos taken at these events through social media.
21. Children may take cameras on school trips/camp to take photographs of their learning and friends without restriction. These images will not be used in school without express permission of mums, dads and carers.
22. The use of cameras/mobile phone cameras will not be permitted in school unless permitted by the Headteacher or other senior leader.
23. Any company engaged in professional school portraits will be asked not to put children's names on their photos – particularly class photos.