



Digital Imagery Policy

Tees Valley Education Trust

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Introduction

There are many occasions where digital images are taken and used as part of educational life. Tees Valley Education privacy, child protection and data protection duties require us to minimise any risk that may result from the misuse of images.

During a child's time at Tees Valley Education Trust, academies may wish to take photographs of activities that involve children, and these may be used for displays, publications, on the academy website, by the local authority or by local newspapers. Permission for the use of such images, is collected from parents through the induction and admissions process. The trust recognises that the use of photography and digital imagery can attract potentially harmful interest and as a result has carefully considered how photographic and digital activities are organised and undertaken. Particular regard is given when they involve young or vulnerable pupils who may be unable to question why or how the activities are taking place.

Consent to take images

- Written permission from parents or carers will be obtained before images of children are taken for any purpose. Parental permission will be sought on admission to the academies as part of the admissions process
- Written parental consent will be sought to use photographs for professional, marketing and training purposes and for use on the academy website. Verbal consent will not be accepted
- A record of all consent details will be kept securely on file
- Permission can be withdrawn by parents/carers at any time, and for particular events and in retrospect. All relevant images will be removed and disposed of and the record will be updated accordingly

Taking Images

- Only official academy owned equipment will be used to capture images of children for official purposes such as the academy website, marketing material, collection of pupil evidence on secure applications including (but not limited to) Marvellous Me, Evidence for Learning, See Saw and Tapestry. All apps must be checked for GDPR policies and protocols before being used
- Where appropriate (such as on academy trips and visits), members of staff will model positive behaviour to the children by asking permission before they take any photographs
- Careful consideration will be in place before taking photographs or recordings of children
- Images will not be taken of any child against their wishes - a child's right not to be photographed is to be respected
- Photography is not permitted in sensitive areas such as changing rooms or toilets
- The academy will only use images of children who are suitably dressed
- Images that cause embarrassment or distress will not be used nor will images associated with material on issues that are sensitive
- The headteacher reserves the right to view any images and to withdraw a member of staffs' authorisation to take images
- Official photography will only take place under appropriate supervision with the permission of the headteacher

Storing Images

- All images will be securely stored, with encryption enabled, on removable devices including laptops and tablets
- Images must not be stored on USB memory sticks
- Photographs will be deleted when the child leaves the academy

Use of Images

- Images or videos will be selected carefully when used
- Images of children's work will only be published with their permission and their parents/carers consent
- Staff should check if they have permission to use the images for the purpose intended
- If names are used, this should be first names only. No surnames should be used
- Written consent must be gained for images that are taken for external media use
- Any videos shared on the academy websites must only be done so using the VIMEO platform. The trust has a paid account allowing control over privacy and usage settings

Training and procedures

- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities
- All members of staff will ensure that all images are available for scrutiny and will be able to justify any images in their possession
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. The academy will ensure that images are held in accordance with the Data Protection Act and suitable child protection requirements are in place
- The decision as to whether parents/carers are permitted to take photographs or video of events for personal use will be taken on an event by event basis and only by the headteacher or deputy headteacher. Any such photographs or videos should only be of the parent/carers own child/children

Use of Photographs/Videos by Parents/Carers

- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time with consideration being given to safeguarding, Health and Safety and parental wishes
- Parents/Carers are not permitted to take photographs or videos during events or performances without express permission from the headteacher or deputy headteacher. This must be explained at the beginning of every event
- Parents/Carers are not permitted to take or make recordings within any areas of the academy without express permission from the headteacher or deputy headteacher
- Parents and carers who are given such permission to use photographic equipment must only take images of their child and must be mindful of others when making and taking images
- Parents/Carers are requested not to share any photographs that include children other than their own on social networks

- Parents/Carers may contact the Headteacher to discuss any concerns regarding the use of images

Use of Photographs/Videos by Children

- The academy will discuss and agree age and stage appropriate acceptable use rules with children regarding the appropriate use of cameras and tablets, such as places children cannot take a camera or tablet (e.g. unsupervised areas, toilets)
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and tablets
- Photographs taken by children for official use will be carefully controlled by the academy and will be checked carefully before sharing online or via digital screens. Such photographs will only be taken with a supervisory member of staff present
- Parents/Carers will be informed when the children are allowed to take personal photographs on trips or visits
- Children will be informed that they need to ask permission to take photographs for their own personal use

Use of Images of Children by the Media

- The identity of any press representative will be verified
- No authorisation will be given to unscheduled visits by the press under any circumstances
- Where a photographer is invited to celebrate an event, every effort will be made to ensure that they will meet previously agreed agreements between parents/carers and the academy
- Full names will only be used with the express written agreement of the child/parent/carer if there is a particular reason to do so, for example, they may have won a prize. The Trust recommends that full names are not used in any media coverage. Home addresses will never be given out
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the academy is to be considered to have acted in good faith

Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the academy's digital media and online safety policy
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent
- Photographers will not have unsupervised access to children and young people

Data Protection

- All images taken by the academy will be used in a manner respectful of the Data Protection Act