



## **WALDORF KNOLL ACADEMY**

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# **Safe Use of Images Policy**

## **Introduction**

This policy applies to digital photographs and other media stored in digital format, such as video. Throughout the document, photographs (both digital and film) and video are referred to as images.

Increasingly, technology is making it easier to use pictures and images in printed materials or on the web. Along with these advances in digital technology comes the responsibility to protect students.

## **The taking of images**

Staff should only use school equipment (camera or Camcorder) for taking images of pupils.

Staff should not use their own camera, including mobile phone to take images of pupils.

Parents may take photographs or video of their own children

Parents may take photographs or video of school events at the discretion of the Head of School.

Professionals may be appointed to take photographs or videos of individuals, groups or school events.

## **Use of Images**

Parents and guardians are informed that the school will take photo and video images of their child during events but that these images will not be shared without their consent.

Images may only be used with the consent of the parent/guardians. Parents will be asked to sign a form to give blanket consent for the use of images of their child whilst they are at the school.

Images of pupils may not be taken off site

## **Camera / Camcorder / Memory card security**

Images may only be created for the following purposes:

- To illustrate or record pupils engaged in educational activities for educational purpose such as reporting to parents curriculum monitoring and assessment.
- For school records.
- To record school, department and class events, including drama productions.
- To create educational resources, including pictorial timetables.
- Photographs of every student for identification cards.
- To provide parents with photographs of their own children.
- For school publicity purposes (e.g. publication in the press, on the school website, social media pages and in in-house publications such as newsletters, with the express permission of parents.

## **Downloading images from a camera or other device**

Staff should be aware that images stored on a camera/camcorders are vulnerable to theft and misuse. Memory cards should be downloaded from cameras and processed as soon as possible after the photographs have been taken. Images on video cameras must be downloaded as soon as reasonably possible and deleted from the camera or camcorder. All reasonable security measures must be observed to avoid the theft of cameras.

Images may only be downloaded to the “designated school computer”. Images must be downloaded into a new folder named appropriately for what is in it. Any images which do not meet all the criteria above, and any which are unusable should be deleted at this stage.

## **Storage of images**

The following guidance must be followed regarding the storage of Images:

- No images should be stored which are likely to cause embarrassment, distress or offence to the subject.
- Images are only stored on the “designated school computer” and eventually stored on school server.
- No images may be stored on classroom computers.
- Images may not be stored on any staff’s laptop.
- Storage devices containing images must be kept secure and not be taken off-site.
- Personal storage device such as flash drive, hard drive, cds, dvds must not be used in school.

## **Publication of Images**

The following procedures must be observed when publishing photographs. This includes use of images on websites or in school publications such as newsletters.

- Names of pupils should not be published
- If Students are wearing ID Cards it must be blurred before images are published
- Checks should be made to ensure that the parent or guardian of any pupil who is identifiable in a photograph has given permission for images of the pupil to be published.
- No images may be published of pupils who are not fully clothed.
- Publication of pupils in sports wear (e.g. for team photographs) is acceptable in appropriate contexts.

### **Consent Forms**

A consent form must be signed by parents/guardians of all children when they first gain admission into Waldorf Knoll Academy. This form is a blanket consent form, which asks parents/guardians to give their consent for the use of their child's image in the following ways:

- In the school prospectus and other printed publications that the school may produce for promotional purposes;
- On the school's website and social media pages;
- In display material that may be used in the media or externally, e.g. at an exhibition promoting the school;
- Consent to last for the entire period that the child attends the school.