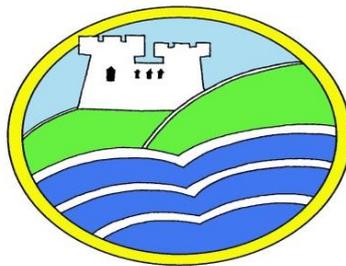


# Castle Hill Primary School Use of Images Policy



Ratified: .....

Next Review date: .....

**As a committed member of UNICEF and a follower of the conventions in everything we do, we are a rights respecting school.**  
**Therefore in writing this policy, we relate to Articles 1,2,17.**

The school believes that the taking and use of photos and videos (hereafter referred to as images) is a very positive part of recording school life and the individual achievements of pupils and therefore is generally not to be discouraged. However, in a minority of cases, a parent may have genuine reasons for not wanting their child to appear in a photo or video e.g. personal safety or concern about the potential manipulation/use of images. The purpose of this policy is to establish clear guidelines for staff, volunteers and parents regarding the use of images.

Images taken of children during school or at events fall into two categories:

- Images for official school use which are subject to the Data Protection Act (2018). These images are taken for use by the school e.g. prospectus, marketing, website, decorative purposes and require parental consent. (Appendix A)
- Images taken for personal use, e.g. by parents at school events. These are not subject to the Data Protection Act (2018) and as such cannot be used for commercial purposes, put into the Press, onto websites or in any other public domain without the express written permission of all individuals (or their legal guardians) that appear in the image/s.

As each pupil joins the school a consent form will be given to all parents. Should parents decline consent a list will be made available to staff to ensure that the request for exclusion is adhered to within the capabilities of the school. It is school policy that images will not be accompanied by names.

Parents will be made aware of this policy through the school prospectus and the website.

Any person taking images that is not known to the school should be asked to produce identification and the reason established for the interest in the event.

Care should be taken in choosing activities that are to be photographed e.g. children changing for a performance/event must not be photographed/recorded.

Should any image be accidentally taken that is then deemed unsuitable the image should be destroyed in an appropriate confidential manner (e.g. shredded/erased).