



## **BIST Image Use Policy**

### **Purpose**

Increasingly, technology is making it easier to access and distribute pictures and images in printed materials, on websites and on social media. BIST believes that it has a responsibility to ensure that individual and parental rights are respected, and that vulnerable individuals are protected from risk or exploitation. There needs to be special care taken when obtaining and publishing images of children for issues of child protection. There may be reasons for a child's picture not being used that only a parent or guardian may know. This policy puts into a place a structure whereby images of children are properly safeguarded.

### **Official Use of Images/Videos of Children by the School**

All images taken by the school will be used in a manner respectful of UK Data Protection and child safeguarding principles. Images will be:

- processed for limited, specifically stated purposes only
- used in a way that is relevant and not excessive
- kept accurate and up to date
- kept on file for no longer than is necessary
- taken in line with an individual or family's rights and preferences
- stored securely

The ICT Administrator, Head of Administration and Leadership Team are responsible for ensuring the acceptable and safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of the BIST Image Use Policy.

Written permission from parents or guardians will be obtained before images/videos of children are published by the school, electronically or in hard copy. This could be for communication, reporting, learning, marketing or training purposes. This consent will be kept by the school and parents annually requested for permission to take and use photographs of their children. Parents can change this permission at any time. A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/guardians at any time, the record will be updated accordingly.

Images will not be kept for longer than is considered necessary. The ICT Administrator will ensure that all photographs are permanently wiped from computer hard and portable drives or other relevant devices once the images will no longer be of use.

The ICT Administrator, Head of Administration and Leadership Team reserve the right to view any images taken and/or to withdraw or modify a member of staff's authorisation to take or make images at any time. All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession. This right to view and withdraw/modify authorisation also applies to all non-BIST staff members on school site or at school events.

Images or videos that include children will be selected carefully when used online and will not provide material that could be reused inappropriately. The school will only use images of children who are suitably dressed.

Children's full names will not be used on the website or social media in association with images. The school will also not include any personal addresses, email addresses or telephone numbers in association with images.

Staff will receive guidance on the safe and appropriate use of images as part of their safeguarding training.

Any websites or third parties used to share, host or access children's images will be assessed prior to use.

The school will discuss the use of images with children and young people in an age appropriate way.

Careful consideration is given before involving very young or vulnerable children when taking images or recordings, who may be unable to question why or how activities are taking place.

Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.

Photography is not permitted in sensitive areas such as changing rooms, toilets, etc.

### **Use of Images/Videos by Parents/Guardians**

Parents/guardians are permitted to take images or footage of public events (e.g. musical performances, shows, assemblies, sports events and exit points) and for private use only (parents are asked to not upload these onto open social media). Photography is allowed at all public events as it is impossible to police the issue. Therefore, parents who do not wish for their children to be photographed must then decide whether their children participate in a public event. Parents/guardians wishing to take photographs at non-public events must seek permission from the school administration.

Parents and guardians are only permitted to take photos or make recordings within designated areas of the setting of an event. Photography or filming is never permitted in sensitive areas such as changing rooms, toilets, swimming areas, etc.

The opportunity for parents and guardians to take images can be reserved by the school/setting on health and safety grounds.

Parents and guardians who are using photographic equipment must be mindful of others when making and taking images.

The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.

Parents and guardians may contact the school to discuss any concerns regarding the use of images.

Every effort will be made to ensure that parents abide by the BIST Image Use Policy and our safeguarding policies. No responsibility or liability however can be claimed against the school for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

### **Use of Photos/Videos by Children**

The school will discuss age appropriate rules with children regarding the acceptable use of cameras and inappropriate places to take images (e.g. unsupervised areas, toilets etc).

The use of non school provided devices (e.g. mobile phones, children's own digital devices) is covered in the school's online safety procedures.

All staff will be made aware of the acceptable rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.

Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take and share any images.

### **Use of Images of Children by the Media**

Where press photographers are at an event, every effort will be made to ensure that the relevant media requirements can be met. Agreements will request that a pre-agreed and accepted amount of personal information (e.g. first names only) can be published along with images and videos.

The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.

Every effort will be made to ensure the press abide by the BIST Image Use Policy and our safeguarding policies. No responsibility or liability however can be claimed against the school for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

Media representatives will not have unsupervised access to children and young people.

Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's safeguarding policies. Photographers will sign an agreement which ensures that images will only be used for a specific purpose.

Photographers will not have unsupervised access to children and young people.

### **Use of Webcams**

Parental consent will be obtained before webcams will be used within the setting environment for curriculum or educational purposes.

Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

Policy written by: S. Priest 18/9/2017; Policy reviewed: June 2019, June 2020, May 2021; Review: June 2022

### **Appendix: Guidance for Parents and Guardians**

It is understood and BIST accepts that parents and guardians have the right to and will wish to produce images of their children, and that this will extend into a school context. This includes both still and moving images and includes both hard and digital copies. However, BIST does have a responsibility to protect the rights and safety of other people's children as well as the preferences of all parents.

With this in mind, parents and guardians should consider the following when generating images of students:

- **Photography is allowed at all public events and it is the parent's responsibility to remove students from such an event if they do not wish their child's image to be captured and used.**
- Images produced are for private family use only. Parents should avoid publishing images of other people's children on social media sites such as Facebook without the consent of other parents or guardians. If these are taken at a public event, then permission is implicit.
- Where possible, take pictures only of your own child or children.
- If (for example in the case of group or crowd shots) publishing images of other people's children is unavoidable, avoid giving personal details, such as names and ages, of children other than your own.
- Parents and guardians should take images in appropriate areas only, respecting that sensitive areas (for example toilets or changing areas) are off limits.
- Parents and guardians should respect decisions made by school to limit or restrict taking images if school believes that there is a credible risk to children's safety.
- Photography at school events will be under scrutiny and parents or guardian may be asked to stop taking images. Photography at other times is not allowed without prior permission from the school administration.
- Parents and guardians have the right to contact school to discuss this policy and guidelines.
- Parents and guardians are encouraged to report to school if they become aware of any image production that endangers the safety of a student.
- This policy and guidelines applies to family and friends as well as carers such as domestic staff and drivers.
- Recognise that policies and guidelines are in place to protect and respect the rights of other parents who prefer not to have images of their children published or distributed without their knowledge or consent.
- Be sensitive to the wishes of others who may have reasons for not wishing their child's image to be in the public domain that they are not obliged to justify or share.
- School's role is to ensure that the wishes of all parents and guardians are respected and that these wishes do not need to be disclosed.
- Understand that failure to comply with these guidelines will result in individuals being refused permission to record images in school or at school functions.
- If the event is not stated as a public event, parents must always ask if photography is allowed.