



HEATHSIDE SCHOOL
HAMPSTEAD

Photography Policy

Introduction

In accordance with our Safeguarding & Child Protection Policy we require your permission to use photographs of your children in our Newsletters, Website, Social Media, School 'TV' Screen and the Press. We would very much like to promote the success and achievements of the children but can only do so with your permission.

Although we allow parents and family to record school events by film, we do not allow strangers to do so (such as on school outings or trips to the Heath). We do hope that you will give your permission so that we can continue to film school plays and outings which is very much in the spirit of the school.

In accordance with requirements, any allegation made against a member of staff regarding the misuse of mobile phones and cameras in the school will be dealt with as set out in the school's Safeguarding and Child Protection Policy.

We adopt the following principles when using pictures:

- No picture of a single child will be used with a caption that includes their full name in the press or literature that is used externally, including the internet, except with the express permission of the parent/carer.
- No picture of a single child will be sent to the press without the express permission of the parents/carers.
- Pictures of groups of children will not be captioned with names in an order so children can be identified.
- We ask parents not to upload pictures taken at school events eg shows or concerts onto the internet and not to share such pictures on social media (e.g. Facebook, Twitter, Instagram, etc.).
- Children at Heathside are NOT allowed to upload pictures from school on to the internet. Please refer to our E-Safety and Acceptable Use Policies for further advice and information.

We adopt the following principles when sending information to the newspapers:

- Press releases are sent to a range of publications reporting on the children's achievements and school news. Please be aware that the newspapers do also have online versions of their papers.

We adopt the following principles when uploading information onto our website/social media:

- Pictures of children will be used but names will not be linked to the pictures.
- Pictures used to promote school achievements will be accompanied with a set of words relating to the story but will NOT (unless your permission is sought) include individual names.

We will distribute literature to the following:

- On-Line Prospectus: Current Parents; Enquiries and Prospective Parents; Senior Schools; Libraries; School Information Services
- Newsletters: Enquiries and Prospective Parents; Senior Schools

We will use pictures (with names) and named work of children around the school and on displays.

Conditions of School Use:

We collate photo consent information via our school parent portal. This form is valid indefinitely from the date you sign it. It is your responsibility to let us know if you want to change or withdraw your agreement at any time.

- We, the school, will not use the personal details or full names (which means first name and surname) of any child in a photographic image on video, on our website, in our school prospectus or in any of our printed publications.
- We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
- If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption, unless we have your agreement.
- If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
- We may include pictures of pupils and teachers that have been drawn by the pupils.
- We may include if selected, work from pupils.
- We may use group or class photographs or footage with very general labels, such as “a Science lesson” or “making Christmas cakes”.
- We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately
- Please be aware that the school will not always seek your permission to use photographs or video, for example, where necessary for the running of the school such as security ID or CCTV.
- Please be aware that it may only be possible to remove online images hosted on school websites and the school cannot change printed materials once published.
- Websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.
- Parents/Carers consent will be recorded on the school’s Management Information System (parent portal) and will be retained no longer than is necessary for the purpose the data was obtained for.
- As the child’s Parents/Carers, you agree that if you take photographs or video recordings of your children which include other pupils, you will use these for personal and family use only and you will not post on any personal social media accounts.
- You understand that where consent has not been obtained from the other parents for any other use, you would be in breach of the Data Protection Act 1998 if you used the recordings for any wider purpose.