

Bebington High Sports College



Photographic Images of Students Guidelines

Agreed/Reviewed by Governors – see reverse

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Guidance on Photographs of Students

1. Introduction

This document provides guidance on the appropriate use of images of children in education, including schools, youth and community, student reintegration units etc. It covers still, video and electronic photographic images wherever they are used.

The guidance is for staff at BHSC who wish to use images of students and young people in education.

Establishments need to make full and proper use of photographic images while meeting the law and preserving the safety of students. Concerns focus on issues around rights of privacy, child protection and copyright ownership. These guidelines address these issues and give advice on good practice.

2. Typical Uses of Photographs

- For GCSE examination submissions e.g. videos of swimming, trampolining, athletics events.
- Key skills for PE.
- Video Based Learning Project in PE (using the DartFish software), this secondary school software allows for recording and subsequent manipulation of video images of students in physical education and sporting activity.
- Performing arts including dance and movement, concerts, drama performances, parent evenings.
- Sports days and sports fixtures and the use of photographic equipment by parents and carers and students from the other school.
- Media including newspapers and television especially when some editors require student's names when publishing photographs.
- Displays in the establishment of student activities.
- Publications by the establishment and by the LA.
- Establishment and LA web-sites.
- Staff training and professional development activities.
- Publicity material for contractors.
- Time lapse photography for recording of building development
- Site security / CCTV videos.

3. Governing Body / Management Committee

The Governing Body has adopted these guidelines as policy and good practice.

The child protection designated governor is aware of and supports the policies and procedures.

4. Ownership

Human Rights legislation and the Data Protection Act 1998 give people new rights and it is the right to 'privacy' that is the issue when using photographs. The school always takes steps that respect the rights of people in photographs.

The Copyright, Designs and Patent Acts 1988 moved the ownership of copyright to the photographer (or their employer) and away from the person commissioning and paying for the photographs, unless there is an agreement otherwise (see appendix 3).

5. Good Practice

The following advice represents good practice in the use of photographic images involving students.

1. When taking a picture BHSC will obtain the consent of the person in the picture or from their parent or carer.
2. If using a photo from the media or commissioning a photograph, have a signed agreement (see appendices 2 & 3).
3. Use the image in its intended context. Examples of this not happening are:
 - when a picture taken by a national newspaper of a student accepting an award was used by the National Front in a story with a completely different story angle.
 - When a photo of the public boarding a bus to launch a rural transport initiative is used to illustrate a story attacking rural transport shortages.
4. Follow the commitment made in the consent forms:
 - not to name the student;
 - not to use the photograph out of context;
 - not to use the photograph to illustrate sensitive or negative issues.
5. When photographing students:
 - a. Ensure that parents and carers of young people have signed and returned the consent form for general photography (see appendix 1). Any images going beyond BHSC need additional specific consent (see appendix 2).
 - b. Ensure all students are appropriately dressed.
 - c. Avoid images that only show a single student with no surrounding context of what they are learning or doing.
 - d. Photographs of three or four students are more likely to also include their learning context.
 - e. Do not use images of a student who is considered very vulnerable, unless parents / carers have given specific written permission.
 - f. Avoid naming young people. If one name is required then use the first name only where possible.
 - g. Use photographs that represent the diversity of the young people participating.
 - h. Report any concerns relating to any inappropriate or intrusive photography to the head teacher / manager.
 - i. Remember the duty of care and challenge any inappropriate behaviour or language.
 - j. Do not use images that are likely to cause distress, upset or embarrassment.
6. Regularly review stored images and delete unwanted material.

6. Parental Permission

Use of images of students requires the consent of the parent / carer. Permission should always be obtained, by using the form in Appendix 1, when a student joins the

establishment. The form covers BHSC when using the photographs in publications and on web-sites. Each year as part of a standard communication, ask parents if they wish to change their permission. If they do, encourage them to contact the head teacher / manager.

When a parent does not agree to their child being photographed, the head teacher / manager must inform staff and make every effort to comply sensitively.

For example, if a student whose parents have refused permission for photography is involved with a sports event, e.g. a football match, it may not be appropriate to photograph the whole team. Careful liaison with parents is therefore essential. With discussion it may be possible to agree other options. The parent may accept a team photograph if names are not published or they may be prepared to relent if it affects the whole team.

When photographic images are transmitted or shared beyond the establishment e.g. television broadcasts, images on internet sites, specific permission should be obtained (see appendix 2).

7. Inter-School Fixtures

Apply these guidelines to inter-school events. If a vulnerable student is involved, it will be necessary to liaise with a member of staff from the other establishment so that they are aware of the wishes of the parents or carer of the student and seek the cooperation of the parents of the opposing team.

8. Teacher Training and Portfolios

During teacher training and with newly qualified staff, colleagues need to compile portfolios with photographs of students during lessons. Staff should act responsibly in compiling these images. A member of the management team may wish to oversee the compiled images as part of the management process and consider their appropriateness.

9. Displays in Schools

Still photographs shown on displays and video clips available during open / parents' evenings should depict students in an appropriate way. They should not display images of students in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Do not use photographs or images likely to cause embarrassment.

10. Parents Evenings, Concerts, Presentations

To allow the appropriate recording of student images by parents / carers:

- ensure that students are appropriately dressed;
- obtain parental permission with the form in appendix1;
- be aware of any student who should not be photographed ; and
- monitor the use of cameras and anyone behaving inappropriately.

11. Practical Examination Evidence

This covers the use of video material recording a student's level of performance in examined practical aspects, that are unable to be assessed during the moderating examiner's school visit. The protocol laid down by the major exam boards is that this material should be returned to the establishment when the examiner has completed his / her judgments. It would therefore be good practice for colleagues to establish what will happen to the video evidence in discussion with the external examiner during their visit.

12. Students Photographing Each Other

This practice can occur extensively during offsite activities particularly during residential periods. Staff should maintain the supervision and management control specified in the Offsite Activities Guidelines 2003. There may be incidents where students take inappropriate photographs, perhaps showing friends and other students inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved (see also section 15).

13. Newspapers

Several scenarios can occur:

1. Team photographs:

- When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur.
- If a parent is not happy to have a student's name printed on a photograph then consideration could be given to publishing the photograph with no names. The head teacher / manager should make every effort to ensure, in conjunction with the newspaper editors, that this occurs.
- If parents of a student have indicated that the student is vulnerable and should not have a photograph printed then a team photograph may not be appropriate.

2. Photo opportunities:

- When an establishment invites a newspaper to celebrate an event, the head teacher / manager should make every effort IN ADVANCE to ensure that the newspaper's requirements can be met.
- Almost without exception, this means the paper will prefer to publish the full names of anyone in a photograph they print. The only exception to this might be (as above) in a larger group shot (e.g.: a group of more than 10 students).
- However newspapers usually prefer to work with smaller groups of students – e.g.: three or four – and for this number names would definitely be required.
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. Newspapers will not print anonymous photographs. Establishments must give thought to this beforehand – and parental permission / opinion must be their key guidance.
- This might mean offering only those students whose parents are happy for publication of photographs and names for inclusion in any photo opportunities.
- If this is not possible – for instance because a specific group of students have achieved something, and parental permission re. the publication of full names is withheld for one or more of the group - it might be possible to negotiate a 'first names only' agreement with the newspaper.
- Otherwise establishments must be prepared to forego newspaper publicity.

14. Use of Internet / Intranet Sites

Many establishments will have an internet / intranet facility. The site manager should know good practice and ensure that the establishment only uses appropriate images that follow this guidance. For example, if a student has successfully completed a gymnastics award, it would be appropriate to show the student in a tracksuit rather than leotard.

15. Mobile Phones

The use of mobile phones which contain cameras of photographic capabilities should not be permitted in changing rooms, toilets etc.

16. Close Circuit Television (CCTV)

Installation of such equipment is for the following uses:

- As a method of controlling access.
- An aid to site management in monitoring incorrect parking, manoeuvring vehicles, delivery arrivals etc.
- Pupil behaviour issues / bullying. As a behavioural tool during breaks and lunch times it can be used to identify hot spots of inappropriate behaviour. It may also to monitor within the building, corridors and areas out of sight or not frequently trafficked by staff, for example in the vicinity of toilets.
- As an aid to members of staff with particular responsibility for behaviour management.
- To monitor personal safety for site supervisors, caretakers, cleaners etc.
- To monitor site safety and security.
- As an effective deterrent for crime.
- As a means of crime reduction and discouraging trespass.

Types of Recorders

- 1) Regular auditing of the stored images should be undertaken by a senior member of the management team.
- 2) Digital Images -
Increasingly the images are retained on computer hard drives.
They should also only be stored for designated periods and then erased from the hard drive. Images should only be retained for a designated period, this would not normally be any longer than 30 days.

In both incidences it is essential that the images are retained securely and are viewed by designated, competent members of staff.

- 3) Cameras
System currently comprises of 55 dome cameras located around the school
- 4) Camera Sightings
Every effort has been made to avoid inappropriate images. Student toilets are included to protect students from bullying to deter smoking and to monitor against acts of wilful damage to school property. Only the communal areas of the toilets are covered by the cameras. Cubicles and urinals are not covered

5) Out of School Hours -

Cameras may record inappropriate activities taking place on the school site, without the school's knowledge. If they are of a criminal nature, consideration should be given by a senior member of the leadership team to referring the information to the police. Again images should be erased in accordance with the procedures above.

While CCTV can be an extremely effective and useful crime reduction / deterrent device, careful use of the images and control by competent responsible staff is considered crucial.

17. Review of Guidelines

The content of these guidelines will be reviewed in September 2010 and subsequently as required.

Appendices

- 1 Consent form for BHSC to use when students join the school
- 2 Consent Form for Photographic Images of Students to be used beyond the establishment.
- 3 Agreement with Photographers.
- 4 Agreement with Editors.



BEBINGTON HIGH SPORTS COLLEGE

VISUAL IMAGE CONSENT FORM

To: Parent/Carer

Name of Child Form

Occasionally, we may take photographs of the children at our School. We may use these images in our School's prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, the media may take photographs or film footage of a visiting dignitary or other high profile event. Students will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer questions 1 to 4 below, then sign and date the form where shown.

Please return the completed form to the School as soon as possible.

**Please circle
your answer**

- | | |
|---|--------|
| 1. May we use your child's photograph in the School prospectus and other printed publications that we produce for promotional purposes? | Yes/No |
| 2. May we use your child's image on our website? | Yes/No |
| 3. May we record your child's image on video or Webcam? | Yes/No |
| 4. Are you happy for your child to appear in the Media? | Yes/No |

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

Please also note that the conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Signature..... Date
(Parent/Guardian)

Name (in block capitals)

CONDITIONS OF USE

1. This form is valid for five years from the date you sign it, or for the period of time your child attends this School. The consent will automatically expire after this time.
2. We will not re-use any photographs or recordings after your child leaves this School.
3. We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image on video, on our website, in our School prospectus or in any of our other printed publications.
4. We will not include personal e-mail or post addresses, or telephone or fax numbers on video, on our website, in our School prospectus or in other printed publications.
5. If we use photographs of individual students, we will not use the name of that child the accompanying text or photo caption.
6. If we name a student in the text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of students and teachers that have been drawn by the students.
8. We may use group or class photographs or footage with very general labels, such as 'a science lesson' or 'making Christmas decorations'.
9. We will only use images of students who are suitably dressed to reduce the risk of such images being used inappropriately.

Appendix 2

Consent form for photographic images of Students

Consent Form for Photographic Images of children to be used beyond the establishment

To Name of parent
or guardian:

Name of child

Address:

Project Description:

(Statement should include description, circulation, timescale, access, agencies involved, copyright of material).

To the parent

Please circle

1. May we use your child's images in the above project?

Yes / No

Signature: _____

Date: _____

Please return this form to:

<insert return address details>

Appendix 3

Agreement with Photographers

Bebington High sports College is commissioning agreed photographic work with (name photographer).

These commissioned images will be used in school publications, and/or our website. The photographs may also be issued to the media for their use with our permission e.g. photo caption picture stories.

It is unlikely that the images will be used in a situation where BHSC would receive money for the image e.g. in advertising material. If this were to be the case then the LA would contact the originating photographer to discuss these specific circumstances.

The photographer's signature for the agreement of BHSC to hold the copyright of the images commissioned is agreed by the (named photographer) under the conditions stated above.

.....(signature of photographer)

Date:.....

Appendix 4

Agreement with Editors

BHSC is seeking your (the Editor's name and publication) permission to use (identify picture by description or code number) for the purpose of (identify use e.g. Annual Report/Web site etc.).

We will give a credit to (name of publication) when using this image.

We will not use the image out of context from which the image was originally intended. For example we will not take an image of a disabled student receiving an award and then use the image to promote disabled students.

.....(signature of Editor)

Date: