

NORTHFIELD SCHOOL PHOTOGRAPHIC AND VIDEO IMAGES POLICY

Date adopted	November 15
Signed by Chair of Teaching and Learning Committee	
Member of staff responsible for monitoring	Deputy Headteacher
Review frequency	Biennial

PHOTOGRAPHIC AND VIDEO IMAGES

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While we recognise that publicity and pictures of young people enjoying school is an essential part of school life, the following rules should be observed:

- Ensure parents/guardians/young people have granted their consent for the taking and publication of photographic images
- All young people must be appropriately dressed for the activity taking place
- Photography or recording should focus on the activity rather than a particular young person and personal details which might make a young person vulnerable, such as their exact address, should never be revealed
- Where an individual has achieved success in the game (e.g. when selected for representative side or showing triumph over adversity), permission must be gained from a parent/guardian and the young person to use photographs/recordings and relevant details
- Where possible, photographs/recordings should represent the diverse range of young people participating in the activities
- Anyone taking photographs or recording at any event must have a valid reason for doing so and seek the permission of the organisers/persons in charge
- They should make themselves known to the event organisers/persons in charge and be able to identify themselves if requested during the course of the event
- All concerns regarding inappropriate or intrusive photography should be reported in confidence to the headteacher or designated teacher (Tristan Powell-DLS, Karen Thomas, Ellie Desmond or Ashley Brind).

Key Concerns

The key concerns contained within this policy regarding the use of images of young people relate to:

- The taking of inappropriate photographs or recorded images of young people
- The possible identification of young people when a photograph is accompanied by inappropriate information
- The inappropriate use, adaptation of images for use on child pornography websites

Recording Images of Young People

There have been concerns about the risks posed directly and indirectly to young people through the use of photographs on sport websites and other publications. Therefore, the following guidelines should be followed:

- All young people featured in photographs/recordings must be appropriately dressed with outer clothing garments covering their torso from at least the bottom of their neck to their thighs (i.e. a minimum of vest/shirt and shorts). No images of swimming activities are permitted.
- The photograph/recording should ideally focus on the activity. Where possible, images of children/young people should be recorded in small groups (the group may comprise any combination of adults and children)
- Clubs or organizations, coaches and teachers should still be allowed to use video equipment as a legitimate learning aid and means of recording special occasions. However, care should be taken in the dissemination and storage of the material.

Publishing Images of Young People

- If a photograph/recording is used, personal details of young people such as email address, home address and telephone numbers should not be revealed
- Ask for parental/guardian permission to use an image of a young person. Parents/carers are aware of the way the image of their child is represented. Parents/guardians have opportunity to opt out of this.
- Ask for the young person's permission to use their image. This ensures that they are aware of the way the image is to be used. A Parent/Guardian and Young Person Permission Form is sent out each year.

- Where a story concerns an individual (e.g. their selection for representative side, triumph over adversity), particular attention should be paid to ensuring permission is gained from a parent/guardian and the young person to use a photograph/recording and relevant details.
- In order to guard against the possibility of a young person under a court order appearing on a website, images of that young person will not be used.
- Think about the level of consideration that you give to the use of images in all publications, e.g. the processes used in choosing photographs for a publicity brochure for the club. Apply an increased level of consideration to the images of youngsters used on websites. Simple technology features such as watermarking may dissuade third parties from using or attempting to access controlled imagery.
- Try to take photographs that represent the diverse range of youngsters participating safely in activities. This might include:
 - Boys and girls
 - Young people from minority ethnic communities
 - A range of clothing, e.g. tracksuit/jogging trousers
 - Girls with hair covered – baseball cap will do
 - Disabled people
 - Glasses – okay if not actually playing at the time
 - Shin pads must be on if they are recorded playing
 - Jewellery should be off in all images

Use of Photographic/Filming Equipment by Parents and Spectators

If parents or other spectators are intending to photograph or video at an event they should also be made aware of the expectations:

- Parents and spectators should be prepared to identify themselves, if requested, and state their purpose for photography/filming.

In addition:

- Participants and parents should be informed that if they have concerns about inappropriate or intrusive photography/filming, these should be reported to the event organiser or official and recorded in the same manner as any other child protection concern.
- Event organisers should approach and challenge any person taking photographs who has not made his/herself known and/or registered with them. They might need to refer it to the local police force if this person continues to record images unauthorized.

Summary Protecting the welfare of young people is about putting in place the best possible practices and procedures; this will protect not only young people but also the adults involved.