



Children are the Future

Hamilton Primary School



Children are the Future

USE OF PHOTOGRAPHS AND VIDEO POLICY STATEMENT

At Hamilton Primary School an increasing range of children's images are used to celebrate and record both curricular and extra-curricular activities and additionally to promote the school in a range of documents and publications including the school website.

Use of images to promote the school

On the Admission Form which is completed when a child enters the school, permission is requested for:

- use of a child's photograph in the school prospectus and other printed publications that are produced for promotional purposes.
- use of a child's image on either or both school websites.

The following conditions are stated on the form:

- 1 The form is valid for the period of time the child attends Hamilton Primary School. The consent will automatically expire after a reasonable and practical time.
- 2 We will not use the personal details or full names (which means first name AND surname) of any student in a photographic image on video, on our website, in our school prospectus or in any other printed publications.
- 3 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 which are issued externally.
- 4 If we use photographs of individual students, we will not use the name of that student in the accompanying text or photo caption without the specific consent of the parent.
- 5 If we name a student in the text, we will not use a photograph of that student to accompany the article.
- 6 We may include pictures of students and teachers that have been drawn by the students.
- 7 We may use group or class photographs or footage with very general labels, such as "an assembly" or "the school cricket team."

Journalism

Photographs taken for the purpose of journalism are exempt from the Data Protection Act. However, the school will ensure that children are in appropriate school wear for press photographs, to reduce the risk of any images being used inappropriately.

Parents

Individual parents are allowed to record, film or photograph their sons or daughters at school events since there is an exemption to the Data Protection Act which allows this. The school will not allow any such activity to interfere with a child's ability to perform or the enjoyment of other members of the audience.

Outside Agencies

Occasionally outside agencies, organisations and individuals wish to use images of the children in video, for example Bucks University College student coursework on the effects of bullying in school. The school will contact parents / guardians to request permission in these cases, although general images of groups of children, who are unlikely to be identified, may be made without parental permission.

In all the use of photographs and video the school will comply with The Data Protection Act 1998 and The Human Rights Act 1998 with regard to the use of images.

Date: November 2008

Mr D Jackson, Deputy Headteacher

This policy became operational from 19 November 2008. The policy may be amended from time to time in accordance with school development and any changes to legislation.

Next revision date: November 2011