



DANES HILL SCHOOL
STRONG & SAGACIOUS

DATE: DECEMBER 2021

REVIEW DATE: 1ST SEPTEMBER 2022

AUTHOR: DIRECTOR OF MARKETING AND ADMISSIONS

IMAGE AUTHORISATION POLICY

This policy applies to all pupils and staff of Danes Hill School, including Bevendean.

The school is mindful of the need to safeguard the welfare of children in the school, and issues of child protection, data protection and parental consent will be given careful thought. This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media, and applies to any type of device that can take an image.

The school has developed this guidance to help the following:

- To ensure that images are only used for the purpose intended
- To ensure that the appropriate school use of images is facilitated
- To ensure that individual rights are respected, and child protection ensured
- To ensure that parents are given the opportunity to opt out
- To ensure that the inappropriate use, adaptation or copying of images is prevented

Authorisation

On entry to the school, parents are asked to give written permission for the use of images of their child. A note of whether this permission has been granted is kept on the pupil's individual record on the school's MIS system. Staff check this list before taking or using images.

Images taken by staff

- When an image of a child is used, the child's name will not be published.
- If a name is published, no image will be used without specific consent.
- Working with children and young people may involve the taking or recording of images. Any such work should take place with due regard to the law and the need to safeguard the privacy, dignity, safety, and well-being of students.
- Adults need to remain sensitive to any children who appear uncomfortable, for whatever reason.
- Photographs are personal data as far as data protection legislation is concerned and must be used responsibly
- The school will keep a register on the MIS system of parents who have agreed for their children's images to be taken. This register will be updated as required as part of the school's data checking processes.
- It is not appropriate for adults to take photographs of children for their personal use.
- Where the school has no record of receiving parental consent for the taking of images, it should be deemed that consent has not been given.
- The school will only take and use images that are appropriate and are considered to not be open to misuse.
- Children and parents should be encouraged to recognise the value of group photographs or recordings of school events.
- Images will be kept securely in the shared staff area, not in individual staff folders. No unauthorised access will be given to these images.
- Images of children from the school will not be used to illustrate controversial subjects.

- Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE and swimming.
- The school uses a reputable commercial photographer to take portrait photographs which are used within the School's MIS system, and to take a range of photographs.
- The school also arranges for a reputable commercial photographer to take photographs at certain school events.