



NETWORK
INTERNATIONAL
SCHOOL

Image Use Policy

Document Control Table

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Purpose

Increasingly, technology is making it easier to access and distribute pictures and images in printed materials, on websites and on social media. Network International School believes that it has a responsibility to ensure that individual and parental rights are respected, and that vulnerable individuals are protected from risk or exploitation. There needs to be special care taken when obtaining and publishing images of children for issues of child protection. There may be reasons for a child's picture not being used that only a parent or guardian may know. This policy puts into place a structure whereby images of children are properly safeguarded.

Official Use of Images/Videos of Children by the School

All images taken by the school will be used in a manner respectful of UK Data Protection and child safeguarding principles. Images will be:

- processed for limited, specifically stated purposes only
- used in a way that is relevant and not excessive
- kept accurate and up to date
- kept on file for no longer than is necessary
- taken in line with an individual or family's rights and preferences
- stored securely

The Systems and Data Manager and Marketing Team are responsible for ensuring the acceptable and safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of the Network International School Image Use Policy.

Written permission from parents or guardians will be obtained before images/videos of children are published by the school, electronically or in hard copy. This could be for communication, reporting, learning, marketing or training purposes. This consent will be kept by the school until the image is no longer in use.

Parental permission is sought on enrollment into the school and can be changed at any time via the SIMS app.

A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/guardians at any time, the record will be updated accordingly.

Images will not be kept for longer than is considered necessary. The ICT Network manager will ensure that all photographs are permanently wiped from computer hard and portable drives or other relevant devices once the images will no longer be of use.

The Systems and Data Manager and Marketing Team reserve the right to view any images taken and/or to withdraw or modify a member of staff's authorisation to take or make images at any time. All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.

Images or videos that include children will be selected carefully when used online and will not provide material that could be reused inappropriately. The school will only use images of children who are suitably dressed.

Children's full names will not be used on the website or social media in association with images. The school will also not include any personal addresses, email addresses, telephone numbers or fax numbers in association with images.

Staff will receive guidance on the safe and appropriate use of images as part of their safeguarding training.

Only official school owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for official purposes. Use of personal cameras or devices by staff is prohibited at all times.

Any websites or third parties used to share, host or access children's images will be assessed prior to use.

The school will discuss the use of images with children and young people in an age appropriate way.

Careful consideration is given before involving very young or vulnerable children when taking images or recordings, who may be unable to question why or how activities are taking place.

Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.

Photography is not permitted in sensitive areas such as changing rooms, toilets etc.

Use of Images/Videos by Parents and guardians

Parents and guardians are permitted to take images or footage of events for private use only.

Parents and guardians are only permitted to take photos or make recordings within designated areas of the setting such as classrooms and playing areas. Photography or filming is not permitted in sensitive areas such as changing rooms, toilets, swimming areas etc.

The opportunity for parents and guardians to take images can be reserved by the school/setting on health and safety grounds.

Parents and guardians who are using photographic equipment must be mindful of others when making and taking images.

The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.

Parents and guardians may contact the school or Data Administrator to discuss any concerns regarding the use of images.

Use of Photos/Videos by Children

The school will discuss age appropriate rules with children regarding the acceptable use of cameras and inappropriate places to take images (e.g. unsupervised areas, toilets etc).

The use of non-school provided devices (e.g. mobile phones, children's own digital devices) is covered in the school's e-safety policy.

All staff will be made aware of the acceptable rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.

Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take and share any images.

Use of Images of Children by the Media

Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's e-safety policy.

Photographers will sign an agreement which ensures that images will only be used for a specific purpose.

No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

Photographers will not have unsupervised access to children and young people.

Use of Webcams

Parental consent will be obtained before webcams will be used within the setting environment for curriculum or educational purposes.

All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications will be displayed so that individuals are advised before entering such vicinity.

Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

Appendix: Guidance for Parents and Guardians

It is understood, and Network International School accepts, that parents and guardians have the right to and will wish to produce images of their children, and that this will extend into a school context. This includes both still and moving images and includes both hard and digital copies. However, Network International School does have a responsibility to protect the rights and safety of other people's children as well as the preferences of all parents.

With this in mind, parents and guardians should consider the following when generating images of students:

- Images produced are for private family use only.
- Where possible, take pictures only of your own child or children.
- Avoid publishing images of other people's children on social media sites such as Facebook without the consent of other parents or guardians.
- If (for example in the case of group or crowd shots) publishing images of other people's children is unavoidable, avoid giving personal details, such as names and ages, of children other than your own.
- Parents and guardians should take images in appropriate areas only, respecting that sensitive areas (for example toilets or changing areas) are off limits.
- Parents and guardians should respect decisions made by school to limit or restrict taking images if we believe that there is a credible risk to children's safety.
- Photography in school or at school events will be under scrutiny and parents or guardians may be asked to stop taking images.
- Parents and guardians have the right to contact the school to discuss this policy and guidelines.
- Parents and guardians are encouraged to report to school if they become aware of any image production that endangers the safety of a student.
- This policy and guidelines applies to family and friends as well as carers such as dais, didis and drivers.
- Recognise that policies and guidelines are in place to protect and respect the rights of other parents who prefer not to have images of their children published or distributed without their knowledge or consent.
- Be sensitive to the wishes of others who may have reasons for not wishing their child's image to be in the public domain that they are not obliged to justify or share.
- School's role is to ensure that the wishes of all parents and guardians are respected and that these wishes do not need to be disclosed.
- Understand that failure to comply with these guidelines will result in individuals being refused permission to record images in school or at school functions.