



Media policy

(includes Use of Cameras and Mobile Phones)
March 2016

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Policy Aims

- Protect children
- Inform parents about the way in which we use, store or display images of children
- Provide guidance that minimises the risk of allegations against staff arising from inappropriate use of mobile phones, photographs or personal cameras.
- Provide clarity on how we use and store digital images.

Photographs and cameras (including video cameras)

Parents' consent is sought for the use of photographs when a child joins the school and this will last for the duration of their stay at school. Parents have the right to withdraw their consent at any time but need to do so in writing, to the school secretary. A list of children whose parents have not signed consent forms will be kept so we can ensure that publicity materials do not contain images of those children.

Photographs are taken for the purpose of celebrating their educational and class journey. It is also an effective method for recording children's progress through the Early Years Foundation Stage. From time to time photographs will be taken during fund raising days, concerts or on outings. When photographing groups of children we will, wherever possible promote positive images of children as an inclusive community.

- The use of personal cameras by parents and visitors is not permitted on site (except for at festivals and other public events)
- Staff will use only the digital cameras belonging to the school.
- Mobile Phones are not to be used to take photos or record images
- School cameras are not to be removed from the school premises, unless part of an outing or learning experience. If this does occur it will be recorded (date, time, who responsible).
- In exceptional circumstances a Class Teacher may use their personal camera as long as permission is obtained in advance from the Safeguarding Officer or Administrator.
- All images taken must be downloaded onto a designated school computer.
- Electronic images will not be removed from the school.
- Images taken of children will be contextual, purposeful, and accurately reflect the experience or activity.
- **In no circumstances, are images to be taken of children or young people in any state of undress.**
- It is the responsibility of each member of staff to abide by these rules

No photography or video is ever permitted in sensitive areas of the school, for example, toilet cubicles and changing areas.

Once processed images will be deleted from the cameras. Unused printed photographs will be disposed of using the secure shredding facilities. Every year, each teacher will be responsible for deciding which photos to archive and which to delete.

The school will not digitally enhance or alter photographs except to improve the quality of officially published content.

Particular care should be taken for vulnerable children such as Looked After Children, recently adopted or those who have experienced domestic violence.

The Safeguarding Team and/or the Administrator have the right to view any images taken and/or to withdraw or modify an individual's authorisation to take or make images at any time. All teachers must ensure that all images are available for scrutiny and be able to justify any images in their possession.

Children's name or any other identifying information shall not appear in any caption or accompanying text alongside their photograph, for example on displays, documentation panels and name cards, without specific consent. This does not apply to alumni where permission will be sought prior to publication.

Particular care is to be taken where such images are likely to be viewed by others, including the general public.

Public Events

The Data Protection Act does **not** prevent parents from taking images at events, such as end of term festivals and fairs but these must be **for their own personal use**. We would ask parents not to share photos and video of other people's children on social media sites such as Facebook without their specific permission.

It is important to ensure that people with no connection with the school do not have any opportunity to produce images covertly. Staff should question anyone who is using a camera, mobile phone or video recorder at events or on outings whom they do not recognise.

Storage of images

The school has a duty of care to safeguard images so that they cannot be used inappropriately, or outside the agreed terms under which consent has been obtained.

Professional Photography

If the school engages the services of a professional photographer then families can choose whether to participate or not. Where possible we will endeavour to ensure that information on forthcoming sessions is disseminated to parents in good time. The photography company credentials must be viewed by a member of the Safeguarding Team.

During the photography session individual and groups of children will be continually supervised by at least one member of staff, and at no time do any children remain unsupervised.

Use of images of children by the press

There are occasions throughout the year when we may invite the local press into the school to promote our achievements, or for a celebratory event. Appointments will be pre-arranged and the press representative will be identified by their ID card which is to remain prominent throughout their time in the school. The manner in which the press use images is controlled through relevant industry code of practice and law. If any parent has objections to their child being included they will have the opportunity to decline permission on the standard consent form.

Mobile phones

To ensure the safety and welfare of the children in our care the following procedures are followed:

- Staff mobile phones are to be kept with personal belongings and at all times to be kept away from children.
- Personal calls are only to be made when not teaching, in the staff room or other appropriate rooms unless in the case of an emergency.
- Staff are to inform their next of kin that they can also contact the school office in case of emergency. They will make known the relevant numbers to their family.

- During outings, including nature walks and visits to the play field, teaching staff will always carry a mobile phone for health and safety reasons. Phones must be kept on to enable fast and efficient contact. This will be covered in the risk assessment.
- The Administrator will keep an up to date list of all staff member's mobile phone numbers.
- Supply staff and student placements will be made aware of the procedures for mobile phone use during their induction.
- All staff have a duty of care and must notify the Designated Safeguarding Officer and /or Administrator if they have any concerns regarding inappropriate or misuse of mobile phones by staff.
- Any breach of this policy could result in invoking disciplinary procedures .

Visitors to school premises who are in contact with children are asked to turn their phones off, those who are not in contact with children will be asked to keep their phone on silent when they report to reception and to keep their phones out of sight at all times and if they do need to use them then this must be done out away from children.

Parents are asked not to use their mobile phones on site unless in the case of an emergency.

On school outings parents may need to take and use their mobile phones to keep in touch with members of the group including the teacher. This will be clearly documented in the risk assessment done before each trip which all teachers and parent helpers will have a copy of.

Mobile phones are not to be used for taking photographs or video. .

Website

Consent given for photographs or video does not extend to website use. We understand that parents may be concerned that images of children could be manipulated or exploited without their knowledge. The school will therefore;

- Seek specific permission for publishing an image (s) for website use
- Take steps to make images difficult to copy, such as; copy-protection, low resolution images or overlaying with a watermark
- Use appropriate images that will not identify particular children.
- Use alternative shots of the environment, landscape or children's work

As with all photographs and media if there is a photo of a child, avoid naming the child.

All staff must be aware of the potential for images to be subject to misuse; and therefore will be expected to read, understand and comply with this this policy.

York Steiner School has used the following documents for guidance when producing this policy.

City of York Safeguarding Children Board. The use of photographic images of children in school.

http://www.yor-ok.org.uk/SaferChildrenYork/guidance_children_photos.pdf

Online safety: a tool kit for the early years settings by Plymouth city council

http://www.plymouth.gov.uk/early_years_toolkit.pdf

This policy should be read in conjunction with all other safeguarding policies as they all work together to safeguard the child, staff and school.

Approval & Review

This policy has been approved by the Board of Trustees on

3rd March 2016

Policy review date:

February 2017