



Photographs and Digital Images Policy

1. Introduction

Myddelton College welcomes positive publicity. Children's photographs add colour, life and interest to materials and articles, promoting school activities and initiatives. This can increase pupil motivation; staff morale and help parents and the local community identify and celebrate the school's achievements.

However, in order to respect young people's, parents' and staff's rights of privacy and because of potential child protection issues, photographs must be used in a responsible way. The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and pupils to share in this commitment.

This policy seeks to achieve a practical balance to secure the above.

2. Data Protection Act

Under the terms of the Data Protection Act 1998 images of pupils or staff must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access. Parental Consent for School use of photographs is given by signing the School Contract and all parents have the option to express their disapproval of wider use of School photography.

3. General rules on using photographs of individual children

- Parental consent must have been obtained by the above means.
- Where the School has been informed that a child is subject to a court order, then it will never use their image.
- The School will ensure that images are stored securely, especially where electronic, and used only by those authorised to do so.
- The School will ensure file names given to electronic images of pupils do not identify the child.
- Images for school use will only be taken on school cameras and saved onto the school shared drive.
- Images will be stored for no longer than necessary for the purposes of marketing or publicity.
- Only authorised personnel will be able to take images of pupils, staff and authorised photographers by prior arrangement with the Headmaster.

4. School Prospectus

The Conditions of Admission form explicitly includes mention of the publication of photographs in the School magazine, website and newsletters.

5. Newspapers

As long as parental consent has been secured newspapers may publish photographs of pupils but must not publish names alongside them. They may however refer to group photographs collectively e.g Year 8. Pupils must not be approached or photographed whilst at school (or engaged in school activities outside school) without the permission of a member of staff.

6. The School Website

The parental consent form explicitly includes publication on the school website. The child's name will not appear where a photograph is used without specific parental permission.

7. Video & Filming

The appropriateness of photographic images earlier outlined also applies to video/film images. We recognise that parents, carers and family members wish to record events such as school plays, sports days, etc to celebrate their child's achievements. However, it is important that such records remain private and for their own personal use.

8. Commercial & Outside Photographers

Such photographers will be given a clear brief about what is considered appropriate in terms of content and behaviour. They will be required to wear visitors identification at all times and will not have unsupervised access to children or one-to-one photo sessions at events.

9. Camera Phones

Camera phones may be used at school events as outlined in 7 above. It is not acceptable for camera phones to be used under any other circumstances. Such images must not be displayed for public viewing. Such use is expressly against the School rules and the law of the land.

11. Parental Consent

On admission of a pupil to the school parents/carers will be asked to sign a Contract, which makes clear how and where photographs will be used.

12. Complaints Procedures

Parents should follow the school's normal parental complaint procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.

13. Review

This policy will be reviewed annually in line with the Child Protection Policy, in view of the continual advances in technology and in response to significant views expressed by parents, staff and pupils (if appropriate).