

**Image Use Policy**

*Official use of Images/Videos of Children*

This policy seeks to ensure that images and videos taken within Woodpeckers Pre-School are taken and held legally and the required thought is given to safeguarding all members of the community.

This policy applies to all staff including the Committee, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of Woodpeckers Pre-School (collectively referred to as ‘staff‘ in this policy) as well as children and parents/carers.

This policy must be read in conjunction with other relevant school policies including, but not limited to our Child Protection Policies, Online Safety Policy, Online Safety Acceptable Use Policy (AUP), Behaviour Management Policy, Confidentiality Policy and Privacy Statement.

This policy applies to all images, including still and video content taken by Woodpeckers Pre-School. All images taken by Woodpeckers will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:

* fairly, lawfully and in a transparent manner;
* for specified, explicit and legitimate purposes;
* in a way that is adequate, relevant limited to what is necessary;
* to ensure it is accurate and up to date;
* for no longer than is necessary;
* in a manner that ensures appropriate security

The Data Protection Officer (DPO) within the setting Mandy Swift supported by the DSL Deputy (Sarah Bartholomew) and management team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

Data Protection Officer (DPO) Mandy Swift

Designated Safeguarding Lead (DSL) Mandy Swift

Deputy Designated Safeguarding Lead (Deputy DSL) Sarah Bartholomew

**Parental consent**

* Written permission from parents or carers will always be obtained before images and/or videos of children are taken, used or published.
* Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
* Written consent from parents will be kept by the setting where children’s images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.
* Parental permission will be sought when children join the setting.
* A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

**Safety of images and videos**

* All images taken and processed by Woodpeckers Pre-School will take place using school/ setting provided equipment and devices.
* Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.
* 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 will not be kept for longer than is to be considered necessary. The DPO (Mandy Swift) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
* All images will remain on site, unless prior explicit consent has been given by both the DPO and/or the Deputy DSL and the parent or carer of any child or young person captured in any photograph.
* Should permission be given to take any images off site then all relevant details will to be recorded, for example who, what, when and why and data will be kept securely for example with appropriate protection.
* Any memory stick, CD or storage device containing images of children to be taken offsite for further work will be suitably protected and will be logged in and out by DPO or Deputy DSL; this will be monitored to ensure that it is returned within the expected time scale.
* The DPO/Deputy DSL reserve the right to view any images taken and can withdraw or modify a member of staffs’ authorisation to take or make images at any time.
* Only official setting owned equipment and cameras will be used by staff to capture images of children for official purposes. Use of personal equipment and cameras by staff is prohibited.
* Any apps, websites or third-party companies used to share, host or access children’s images will be risk assessed prior to use.
* Woodpeckers Pre-School will ensure that images always are held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act 2018, and suitable child protection requirements, if necessary, are in place.
* Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not to be taken of any images without relevant authority and consent from the DPO and/or Deputy DSL and the parent/carer.

**Publication and sharing of images and videos**

* Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.
* Images or videos that include children will not provide material which could be reused.
* Children’s’ full names will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos.
* Woodpeckers Pre-School will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

**Usage of Tapestry to share images with parents**

* Woodpeckers Pre-School uses Tapestry to upload and share images of children with parents.
* The use of the system has been appropriately risk assessed and the DPO has taken steps to ensure all data stored is held in accordance with GDPR and the Data Protection Act 2018.
* Images uploaded to Tapestry will only be taken on Woodpeckers devices.
* All users of Tapestry are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems after use etc.
* Parents/carers will be informed of the expectations regarding safe and appropriate use (e.g. not sharing passwords or copying and sharing images) prior to being given access. Failure to comply with this may result in access being removed.

**Safe Practice when taking images and videos**

* Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
* Woodpeckers will discuss the use of images with children and young people in an age appropriate way.
* A child or young person’s right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
* Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc

**Use of Closed-Circuit Television (CCTV)**

* All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
* Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be a for a maximum of 30 days.
* All recordings are to be erased before disposal.
* Regular auditing of any stored images will be undertaken by the DPO and/or Deputy DSL.
* If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
* CCTV cameras will be appropriately placed within the setting.

**Use of photos and videos by parents/carers**

* Parents/carers are permitted to take photographs or video footage of events for private use only.
* Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
* The opportunity for parents/carers to take photographs and make videos can be reserved by Woodpeckers Pre-School on health and safety grounds.
* Parents/carers are only permitted to take or make recording within designated areas of the Pre-School during events and trips.
* Photography is not permitted in sensitive areas such as changing room, toilet, etc.
* The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
* Parents may contact the DPO/Deputy DSL to discuss any concerns regarding the use of images.
* Photos and videos taken by Woodpeckers Pre-School and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

**Use of photos/videos by children**

* The use of personal devices e.g. mobile phones and tablets is covered within Woodpeckers Online Safety Policy.
* All staff will be made aware of the acceptable use 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 any photos.

**Use of images of children by the media**

* Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper’s, or other relevant media, requirements can be met.
* A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.
* The identity of any press representative will be verified, and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
* Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

**Use of external photographers** (this may include volunteers such as staff or parents)

* External photographers who are engaged to record any events will be prepared to work according to the terms of the settings Online Safety Policy.
* Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act 2018.
* Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
* Photographers will not have unsupervised access to children and young people.

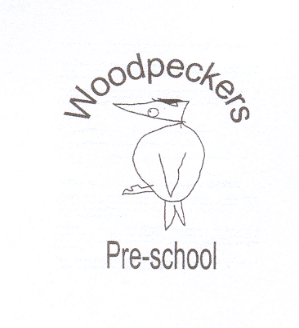
This Policy was reviewed and adopted on 26th September 2018 and reviewed on the 23rd October 2019..

Signed: ...................................................................

Hazel Leah: Chair Person

**Trustee of Woodpeckers Pre School CIO**

**Next review date: October 2020**



**Image Use Policy**

*Official use of Images/Videos of Children*

This form is valid for the period of time your child attends Woodpeckers Pre-School. The consent will automatically expire after this time.

* We will not re-use any photographs or recordings after your child leaves Woodpeckers without additional consent.
* We will not use the personal information or full names (first name and surname) of any child in a photographic image or video on our website, online, in our prospectus or in any of our other printed publications. If we use photographs of individual children, we will not use the full name of that child in the accompanying text or photo caption. If we name a child in any text, we will not use a photograph of that child to accompany the article.
* We may use group photographs or footage with general labels.
* We will only use images of children who are suitably dressed.
* We will discuss the use of images with children in an age appropriate way and to role model positive behaviour.
* This consent can be withdrawn by parent/carer at any time by informing us in writing.

**Parents/Carers declaration**

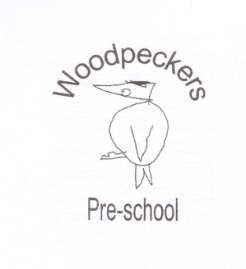
I have read and understood the conditions of use and I am also aware of the following:

* Websites and social media sites can be viewed worldwide; not just in the United Kingdom where UK law applies.
* The press are exempt from GDPR and Data Protection legislation and may want to include the names and personal details of children and adults in the media.
* I/we will discuss the use of images with our child/ren to obtain their views, if appropriate.
* As the child’s parents/guardians, we/I agree that if we/I take photographs or video recordings of our child/ren which include other children (for example at special events or outings), then we will only use these for our personal use. I/We will not share these photographs on any form of social media.
* I/We understand that we must not share, copy, distribute or display images/videos that appear on our child’s Tapestry Online Learning Journal.

Name of Child: …………………………………………… ……………………………….

Parent/Carer Name: …………………………………………………………………….

Parent/carer’s signature: ………………………………………Date …………………...



**Image Use Policy**

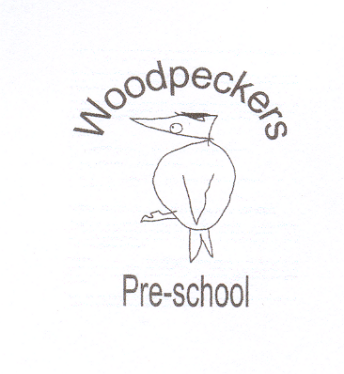
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Name of Child: ……………………………… Date of Birth …………………………

|  |  |
| --- | --- |
| **Please Delete as Appropriate** | |
| May we use your child’s image in displays around the setting? | Yes /No |
| May we record your child’s image or use videos for assessments, monitoring or other educational uses within the setting. These images or recordings will be used internally only. | Yes /No |
| May we use your child’s image in our prospectus and other printed publications that we produce for educational and promotional purposes? | Yes /No |
| May we use your child’s image on our official setting website? | Yes /No |
| May we use your child’s image on our official Facebook Page? | Yes /No |
| Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the setting? | Yes /No |
| Are you happy for the school to print images of your child electronically? | Yes /No |
| Are you happy for other parents to take photographs/videos at special events/productions which may include your child. | Yes /No |

Parent/Carer Name: …………………………………………………………………….

Parent/carer’s signature: ………………………………………Date …………………...

**Image Use Policy**

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*Official use of Staff Images*

Woodpeckers Pre-School would like to use your photograph for staff recognition purposes. These images will appear on our website.

To comply with General Data Protection Regulations (GDPR) and the Data Protection Act, we need your permission to use photographs of you.

Please answer the question below, then sign and date the form where shown.

We will not use the images taken, or any other information you provide, for any other purpose.

Please return the completed form, even if you have chosen not to give your consent, to Mandy Swift

|  |  |
| --- | --- |
| May we use your image…. |  |
| On our Website, viewable by anyone in the World? | Yes/No |
| On our display/notice boards? | Yes/No |
| On our Facebook page? | Yes/No |
| In children’s learning journals? | Yes/No |
| May we record your image or use videos for assessments, monitoring or other educational uses within the setting? These images or recordings will be used internally only. | Yes/No |
| In our prospectus and other printed publications that we produce for educational and promotional purposes? | Yes/No |
| Are you happy for your image to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the setting? | Yes/No |
| Are you happy for the pre-school to print images of you electronically? | Yes/No |
| Are you happy for other parents to take photographs/videos at special events/productions which may include your image. | Yes/No |

Name …………………………………… Date ……………………………………

Signed ………………………………………………….

Please confirm that you have read and understand the conditions for use, and the notes relating to the principles of the Data Protection Act.

* I have read and understood the conditions of use.
* I confirm that I understand publication of my picture will mean that my picture will be viewable by those with access, alongside my job title and work contact details and I consent to such processing of my personal data.
* I understand that if my picture and details are placed on the website and/or social media channels potentially this will be accessible by anyone in the world with internet access.

Name: ………………………………………………………..

Signed: ………………………………………………………..

Date: ………………………………………………………….

Conditions of use

1. This form is valid for the date signed until you leave Woodpeckers.
2. Your consent will automatically not apply to any other usage of the photos.
3. Images must only be used in circumstances where consent has been given.
4. Signed consent must be given for images to appear on the website (which is viewable by potentially anyone), or they cannot be published in this way.
5. Under the GDPR and Data Protection legislation your rights include:
6. Your consent (to the publication of your photo) can be withdrawn at any time (principle 1 of the Act)
7. Your photo will not be used for any other purpose without your further consent (principle 2 of the Act)
8. Your personal data will be accurately maintained and kept up to date (principle 4 of the Act)
9. Publication of your photo will cease and all electronic copies will be deleted when you leave the setting (principle 5 of the Act)