Yew Tree Primary School

DIGITAL MEDIA POLICY

<table>
<thead>
<tr>
<th>Committee with oversight for this Policy</th>
<th>Safeguarding</th>
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<tr>
<td>Policy last reviewed by the Committee (Scrutiny)</td>
<td>Autumn 2018</td>
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<tr>
<td>Policy ratified and adopted by Full Governing Body</td>
<td>Autumn 2018</td>
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<tr>
<td>Review frequency</td>
<td>2 years</td>
</tr>
<tr>
<td>Policy due for review</td>
<td>Autumn 2020</td>
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The school believes that the use of media, including photographs, film, website, press and social media such as Twitter and Facebook is a positive experience for those involved and is part of the everyday experience in school. Parents are usually happy for photos of their children to appear in the press as they are usually associated with a particular achievement.

However, use of media with their children is the choice of parents.

Considering parent choice, it is necessary to strike a balance. When a pupil is first enrolled at a school, parents will be directed to the school digital media policy and be given the opportunity to indicate whether they give permission for digital media to be used with their child or not.

The overall position is that the school starts from the point that in most situations the use of digital media is expected and that all pupils are to be included unless parents have specifically indicated that they do not wish their child to be included.

GUIDELINES

- The aim of the school is to have a responsible, practical approach to the taking and use of digital media with children and to honour their obligation of duty of care to all pupils. The welfare and safety of the children will always be uppermost in the school’s decision making.
- Digital media can be used in many ways in and by the school including children’s work, class work and displays, school records and publicising the school.
- Captions used will not identify individual children and no personal details will be included, except where specific permission has been given.
- Images will not be used for anything that knowingly may cause offence, embarrassment or distress to any individual or their parent/carer.
- Digital media may be made available to other agencies, including the press, when publicising the school.
- We may use images on the school website or webcam recordings for school-to-school conferences.
- All new parents will receive a consent form to return to school and a copy of this policy will be included on the school website. The consent form will hold good for the entire time of their child’s time at this school, unless otherwise stated by the parent/carer.

An up to date list of any non-consenting families will be kept for reference.
DIGITAL MEDIA TAKEN BY FAMILIES/CARERS

- At school events deemed to be ‘public’ parents, pupils and other members of the public will be allowed to use digital media. These events include: school assemblies, festivals and celebrations.
- The school will allow digital images to be taken on the understanding that those doing so undertake to use them only for “internal family purposes” and will not be otherwise sold, distributed or posted on the internet.
- Due to the potential risks to child protection, taking photographs including on camera phones, will not be permitted on school premises unless at an event, such as a school production.

PHOTOGRAPHS AND IMAGES TAKEN BY OTHERS

- Photographers and ID checked press photographers.
- Such photographers should only take photographs by prior arrangement with the school.
Dear Parents/Carers

PHOTOGRAPHS

We would like parents’ permission to take any photographs of pupils at school, during all school activities on or off our school site.

The permission you give is for the duration of your child’s time at Yew Tree Primary School. If your circumstances change and you wish to withdraw your permission, please contact the school office.

Would you therefore kindly complete the form below giving permission for your child to be photographed, and return it to school by Wednesday 13th July 2016.

Yours sincerely

Rachael Russell
Head Teacher

……………………………………………………………………………

PHOTOGRAPHS

I give permission for my child to have his/her photograph taken, on or off school site, for assessment, display and other purposes such as:

(please tick the appropriate boxes)

- work displays at school  □  - sporting events  □
- in the local press  □  - on school social media  □
- on the school website  □

Child’s Name: .................................................................  Class:.................................

Signed: ..............................................................  Parent/Carer  Date: .......................
CONDITIONS OF USE

Data Protection Act 2018

The Data Controller is: Yew Tree Primary School

The information you provide on this form will only be used for the purpose of which you have given consent as detailed on the other side of this form and will be kept securely for future publications compatible with the original purpose. The photographers and the media may also have copies of the photographs/video/film.

1. This form is valid from the date that it is completed, signed and returned to the school and throughout the duration of your child’s attendance at the school.

2. You may withdraw, suspend or vary this consent at any time upon receipt by the school of a letter to that effect signed and dated by the parent or carer of the child concerned.

3. The school may retain some photographs and images as part of its historical record. However, on leaving school if you (or your child is over 16) wishes to have destroyed any photographs or image showing your child individually you should inform the school in writing.

4. The school will only use, or permit to be used, photographs of children who are deemed by the Headteacher to be suitably dressed for the relevant activity. Note: For the purpose of this form 'photographs' is deemed to include film, video and other similar means of reproducing images.