



# POLICY FOR THE USE OF IMAGES OF CHILDREN

Hollingbourne Primary School,  
Eyhorne Street,  
Hollingbourne  
Maidstone  
Kent ME17 1UA

## Policy for the Use of Images of Children

### Image taking by parents, legal guardians or family members:

- Parents, legal guardians, family members and friends can take images of their child and friends participating in school activities for family and personal use.
- Parents have the opportunity to withdraw their children from situations in which photography is taking place.
- Before they are allowed to take images during school activities, parents or legal guardians will be asked to confirm that any images they take will not be used inappropriately.
- Photography and video filming will be limited to designated areas.
- Use of cameras and other equipment will be monitored.

### Images for school publications:

- The school will only take and use images that are appropriate and are considered to not be open to misuse.
- If an image of a child is used, the child's name **will not** be published. If a name is published, **no image will be used** without specific consent.
- Children will be made aware of why their picture is being taken and how it will be used.
- Children will be given the option to not have their image used if they are the sole focus of the picture.
- Children and parents should be encouraged to recognise the value of group photographs or recordings of school events.
- Images will be kept securely and held by the school for the duration of the pupil's time there, after which they will be destroyed.
- Images of children from the school will not be used to illustrate controversial subjects.

### Images for the school website:

- School websites are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names.

### Webcams:

- Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.
- A webcam will only be used in appropriate circumstances such as a normal class setting.
- Both children and teachers will be made aware of when a webcam is in use.

### Children photographing one another:

- Staff will supervise and maintain control over any photographing pupils do during on-school or off-site activities.
- school policy allows pupils to bring camera phones on site, their use should be only permitted in public areas.
- If it is found that cameras or camera phones have been misused, the school will follow its usual disciplinary procedures.

Revised 07/15.