

**Jesmond Gardens Primary School**

**Photograph Policy**



**Date Implemented – November 2005**

**Date reviewed – February 2017**

**Date of next Review – February 2019**

## Our Vision

**To be world-class leaders of learning,  
life changing for each and every learner.**

## Our purpose

**Nurture curiosity**

**Cultivate enjoyment**

**Inspire success**

## Our Promises

**Be nurturing:** A parent's most precious gift, entrusted into your care. To be looked after as if they're your own.

**Be aspirational:** Somewhere between exceptional and phenomenal should do it! Expect it of yourself, our children and our community.

**Be inspiring:** Create that buzz, promote curiosity ... help children find their niche.

**Be generous:** Make the time to say thank you, to laugh out loud, to be honest with one another, and to help others wherever we can.

**Be professional:** You're someone who is an expert in their work, someone who can point the mirror at themselves and demand 'How can I get better?' In short - all a success at all we do.

## **Introduction**

1. Jesmond Gardens Primary School believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.
2. We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.
3. Through this policy we aim to respect young people and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

## **Data protection**

4. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer.
5. In seeking consent, we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures.

## **Child protection**

6. We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
7. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LA, Social Services and/or the police as appropriate.
8. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

## **Websites**

9. We will adopt the same principles as outlined above when publishing images on the Internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the Internet. We will therefore give specific consideration to the suitability of images for use on the school's website.

## **CCTV and mobile phones**

10. CCTV and mobile phones can be used to take images without people's knowledge. The school's policy is to signpost areas in which CCTV is being used so that people know the CCTV is there before they enter that area.
11. At Jesmond Gardens, CCTV is used to monitor the drop off area, the main entrance to the building and foundation stage as well as staff car parks. There is other CCTV at the back of the school that is used for security purposes. There is no CCTV in the learning and teaching areas of the school or the hall/heart. At Jesmond Gardens, the sole purpose of the CCTV is security of the building and to monitor visitors to and from the site each day along with cars using the drop off areas.

## **External photographers and events**

12. If the school invites or permits an external photographer to take photographs within school, we will:
  - Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour
  - Issue the photographer with identification which must be worn at all times
  - Not allow unsupervised access to children or one-to-one photo sessions at events.
13. The same conditions will apply to filming or video recording of events.
14. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press.



**Jesmond Gardens Primary School**  
**Jesmond Gardens**  
**Hartlepool**  
**TS24 8PJ**



**E-mail:** [admin@jesmondgardens.hartlepool.sch.uk](mailto:admin@jesmondgardens.hartlepool.sch.uk)  
**Website:** [www.jesmondgardens.com](http://www.jesmondgardens.com)

Headteacher: Mrs. J. Loomes  
Deputy Headteacher: Mrs V. Kelly

Telephone: 01429 274 672  
Fax: 01429 274 672

Dear Parent/Carer

As part of your child's daily activities within school, we often take photographs to collect evidence of attainment, or to celebrate events within school.

These photographs are displayed in a variety of ways, kept within work portfolios, inclusion on the school website, twitter feeds, Facebook and also within the local or national media. Using photographs in these ways enables us to make links within the community, share our successes with a wide audience, inform our parents of school events, and provide the pupils with a celebration of their time in school.

However, if you **do not** wish your child's photograph to be included on the website, twitter feeds, Facebook page or in local or national media, please inform the school in writing, marked for the attention of the Headteacher.

This letter supersedes all other correspondence about photograph usage consent.

Yours sincerely

Mrs J Loomes

*Headteacher*