

Use of Camera and Images Policy

Smart Vision School uses photography and videography as a way of celebrating achievements or promoting the School. Parents, families and the children themselves often derive great pleasure from seeing their loved ones in print or on our digital communication, social media platforms and website. We want to ensure that everyone can continue to enjoy these activities safely.

However all members of SVS community need to be aware that placing any identifying information in the public domain has risks as well. Parents specifically will need to understand these issues in order to give properly considered consent. It is also important that parents and SVS have the opportunity to fully consider the issues before any problems arise.

1. Why we need a policy – what are the risks?

The most highly publicized and worrying risk is that a child who appears in the paper or on a website may become of interest to a sex offender. Locating people through the internet has become extremely easy, using widely available software, so if there is a picture and the name of a school, setting or youth group and the full name of the child or adult then it could be quite easy to find out someone's exact location or address which could put them at risk.

2. Written consent from Parents for SVS to use photos and videos online.

The advice given by the Department for Education in the United Kingdom explains (2012):

that photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore using such images for school publicity purposes will require the consent of either the individual concerned or in the case of pupils, their legal guardians."

An image of a child is considered to be personal data. It is therefore recommended that written consent is obtained from the parent of a child or young person under the age of 12 for any photographs or video recordings. Verbal consent must not be accepted under any circumstance. If it is not possible to obtain prior written parental consent, then images must not be taken involving the individual child or young person concerned.

It is recommended that SVS websites avoid using:

- Personal details or full names (first name and surname) of any child in a photograph, although first names may be used in some circumstances.
- Personal contact information such as email, postal addresses, and telephone or fax numbers.
- If SVS uses a photograph of an individual child, they should not include that child's first name in the accompanying text or photo caption. If a child is fully named in the text, then it is recommended that settings don't include a photograph of that adult.
- The relevant consent should be obtained before publishing a photograph on the Internet.
- Written must be provided from parents / guardians of a young person up to the age of 18. This consent must be renewed annually.
- Photographs should not be used on the Internet or the school website after that child has left the school.

3. Written consent from staff for SVS to use photos and video footage online. It is recommended that school / school websites avoid using:

- Personal details or full names (first name and surname) of any adult in a photograph, although first names may be used in some circumstances.
- Personal contact information such as email, postal addresses, and telephone or fax numbers.
- If SVS uses a photograph of an individual adult, then they should not include that adult's first name in



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the accompanying text or photo caption. If an adult is fully named in the text, then it is recommended that settings don't include a photograph of that adult.

- The relevant consent should be obtained. Staff must sign a written consent form before publishing a



- photograph on the Internet.
- Photographs should not be used on the Internet/school website after that adult has left the school.

A LAW IN THE UAE STATES SPECIFICALLY THAT NO ONE IS TO POST ANY IMAGES OF A CHILD OR ADULT ON SOCIAL MEDIA WITHOUT HAVING WRITTEN CONSENT.

1. Staff use of personal equipment

- Staff at SVS refrain from taking photos of children on their personal devices.
- Staff at SVS are issued with iPads and laptops and staff should make it a good habit to not store images of pupils on these devices for longer than necessary. Therefore, upload images to school server and delete off your iPads and laptops.
- Staff must have passcodes set on their iPad and Laptops so that strangers could not access their equipment.
- Staff should never leave laptops / iPads on desks or in staff rooms open and unlocked.
- Staff should password protect images at all times.

2. Use of photos and videos by parents and visitors at events or in the school learning environment.

- Parents are permitted to take photos and videos of their own child at an event however they must be made aware of SVS policy.
- Parents are not permitted to take photos/videos of their child in the school learning environment (classroom, library etc.)
- They must know and understand that these images must be used for their own private use and cannot be published on Social Media or the internet.
- Announcements should be made at the start of an event and parents must be issued with the policy.
- Members of staff have the authority to question anybody they do not recognise (while maintaining their own safety) should they be observed using any photographic equipment at events and productions or within the general vicinity.

3. CCTVs, Webcams, Device cameras, Baby monitors etc.

- Signposts must be in place where CCTV is being used.
- Staff and parents should be made aware of why there is CCTV and what it is being used for and what will happen to the images.
- WEBCAM dangers: Parents, Staff and Pupils must be taught the dangers of webcams.

4. Planning photos and videos to put online.

- It is good role modeling for staff to ask pupils if it is OK for them to take a photo or video of them. Embed this into your practice.
- As large high definition photos of individuals can be used can be reused think before you take a photo and publish it
- Try to use general shot e.g. classrooms and group activities which would include relatively small images of groups of children.
- "Over the shoulder" can replace "passport style" photographs but still convey the activity.
- Personal photographs can be replaced with self-portraits or images of children's work or of a team activity.
- Children in photographs should, of course, be appropriately clothed and written consent should be obtained for all children in the picture.
- Always ensure that you use images of children in suitable dress, and take care photographing PE or swimming events to maintain modesty, using team tracksuits if appropriate for example.
- Ensure that images cannot be construed as being provocative.



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- Use minimum information when publishing photos and information online e.g. no specific location ; no names ; no year group
- If you want to publish a pupils name for celebration do not accompany it with a photo
- Members of staff have the authority to question anybody they do not recognise (while maintaining their own safety) should they be observed using any photographic equipment at events and

productions or within the general vicinity.

5. **Student personal devices & Students taking images.** Where pupils in Smart Vision will have iPads and will want to take photos of their peers and staff, it is important for them to be taught to use their camera, photos and videos responsibly.
- Pupils should not be unsupervised with their devices.
 - Staff should make sure that pupils are taking photos of other pupils in a safe enabling environment
 - Pupils should always ASK someone first before they take a photograph of another person.
 - Staff should discuss and agree age appropriate acceptable use rules for cameras etc. with children, such as places children can not take the camera (e.g. unsupervised areas, toilets etc).
 - Parents should be made aware that children will be taking photos/videos of other children and should be informed how these images will be managed by SVS.
 - SVS teachers will share the policy on use of personal devices by children and young people such as mobile phones, camera phones and digital cameras. Acceptable Use Policies (AUPs) which covers safe usage and possible consequences of misuse e.g. areas of increased concern would involve residential trips and usage in bedrooms or swimming. Children and young people need to be made aware that taking and distributing illegal photographs may be a criminal offence and inappropriate use of photography will result in disciplinary action.
6. **Use of professional photographers.** Photographers should be asked to sign an agreement, which will aim to ensure:
- Compliance with the Data Protection Act 1998.
 - That images are only to be used for a specified purpose and will not be used in any other context.
 - That images will not be disclosed to any third party. Only reputable photography agencies and/or professional photographers should be used by SVS. Details of any checks regarding suitability, which would include evidence of Criminal Record Bureau checks, must be requested.
 - Photographic identity of photographers should be checked on arrival. Should there be any concerns in respect of the authenticity of any photographer, then entry should be refused and reported as is deemed appropriate.

Parental Consent for Image Template

Dear Parent

This letter explains why we will need to ask for your consent before we are able to take photographs of your child during their time at SVS.

Generally photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording education activities
- celebrating success
- recording their learning and development progress
- recording special events and achievements

We will also encourage children to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other.

We do however recognise that with the increase use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future, which would affect your position regarding consent, please let us know immediately in writing.

We include the safe use of Cameras and Images as part of our Online Safety Policy, which you are welcome to view or take a copy of at any time.

To comply with the Data Protection Act 1988, we need your permission before we can photograph or make any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the setting. Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely,

Ifthekar Ahmed

IT Integrator



Parental Consent for Images - Conditions of Use

This form is valid for the period of time your child attends the setting. The consent will automatically expire after this time. We will not re-use any photographs or recordings after your child leaves the setting without additional consent.

We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on video/DVD, on our website, in our prospectus or in any of our other printed publications.

We will not include personal addresses, emails, telephone numbers, fax numbers on video, on our website, in our prospectus or in other printed publications.

If we use photographs of individual children then we will not use the name of that child in the accompanying text or photo caption. If we name a child in any text then we will not use a photograph of that child to accompany the article.

We may include pictures children and staff that have been drawn by the children.

We may use group photographs or footage with general labels, such as 'making National Day decorations'.

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 to role model positive behaviour.

This consent can be withdrawn by parent/carer at any time by informing the Setting in writing.

Please circle	
We may use your child's photograph/image in displays around the school setting.	Yes / No
We may record your child's image or use videos for assessments, monitoring or other educational uses within the setting (internally).	Yes / No
We may use your child's photograph/image in our prospectus and other printed publications that we produce for educational and promotional purposes (externally).	Yes / No
We may use your child's image on our website or other electronic communications (externally).	Yes / No
You are 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
You are happy for the school to print images of your child electronically	Yes / No

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 then we will only use these for personal use.

Name of Child:

Date:

Parent/Carer Name:

Parent/carer's signature:



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Child's Signature (if appropriate):

Group Activity Permission Letter and Form

Dear Parent/Carer,

We are staging a production/special event of on xxxxxx. We are sure some parents/carers would like to take photographs/videos of the production. As you know we have a policy in place with regards to the taking, making and use of images and you will have previously signed a consent form stating whether or not your child could be photographed. In circumstances, such as productions or special events, we request specific consent before photographs can be taken by a third party. If you wish to take photos at the production there is a strong possibility that other children will also be included within the picture. We therefore need to ensure all parents/carers who have children in the production are happy for photographs to be taken, and hence need to request their permission.

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video. We now have the exciting dimension of adding our images and videos to our online social network, such as Facebook, YouTube and many other websites. This means that we can easily share our photos and video with family and friends.

Whilst this can be very useful to all of us we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

- Once posted and shared online any image or video can be copied and will stay online forever.
- Some children are at risk and MUST NOT have their image put online. Not all members of the community will know who they are.
- Some people do not want their images online for personal or religious reasons.
- Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.

Therefore in order to keep all members of the community safe we must all 'Think Before We Post' Online. At xxxxxxxxxxxx we are happy for parents and carers to take photos and video of events for personal use but we request that these images are not distributed or put online. This is to protect all members of the community. Please be aware that parents are not permitted to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of an event). We would, therefore, be very grateful if you would complete the slip at the bottom of this letter and return it to me by (date). Should any parent/carers not agree with their child being photographed, we will consider alternative options including restricting who is involved in the production/special event, and staging specific photograph opportunities.

Photographs of setting productions are ones which parent/carers tend to treasure. We will therefore only prohibit the use of cameras and videos as a last resort.

\We hope you will support us in this.

Yours sincerely

Guide to the Use of Images Online

Using Images Safely and Responsibly

We all enjoy and treasure images of our family and friends; family events, holidays and events are moments we all like to capture in photos or on video.

We now have the exciting dimension of adding our images and videos to our online social networks, such as Facebook, YouTube and many other websites. This means that we can easily share our photos and video with family and friends.

Whilst this can be very useful to all of us, we must ensure we protect and safeguard all children and staff, including those who do not want to have their images stored online.

What should we all think about before posting any images or video online and are there any risks?

Once posted and shared online any image or video can be copied and will stay online forever.

Some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who they are.

Some people do not want their images online for personal or religious reasons.

Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.

Therefore in order to keep all members of the community safe we must all 'Think Before We Post' Online At

Smart Vision School, we are happy for parents and carers to take photos and video of events for personal use but request that these images are not distributed or put online. **THIS IS NOW A LAW IN THE UAE.** This is to protect all members of the community.

We thank you for your support.