



USE OF PHOTOGRAPHIC, DIGITAL & VIDEO IMAGES

The development of digital imaging technologies has created significant benefits to learning, allowing staff and students instant use of images that they have recorded themselves or downloaded from the internet.

However, staff, parents/carers and students need to be aware of the risks associated with publishing digital images on the internet. Such images may provide avenues for cyber-bullying to take place.

Digital images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. It is common for employers to carry out internet searches for information about potential and existing employees.

The academy will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm:

- When using digital images, staff will inform and educate students about the risks associated with the taking, use, sharing, publication and distribution of images. In particular they should recognise the risks attached to publishing their own images on the internet eg. on social networking sites.
- Parents/carers are welcome to take videos and digital images of their children at school events for their own personal use. To respect everyone's privacy and in some cases protection, these images should not be published/made publicly available on social networking sites, nor should parents / carers comment on any activities involving other students/pupils in the digital/video images.
- Staff and volunteers are allowed to take digital/video images to support educational aims, but must follow school policies concerning the sharing, distribution and publication of those images. Those images should only be taken on school equipment, the personal equipment of staff should not be used for such purposes.
- Care will be taken to ensure that when taking digital / video images that students are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Students must not take, use, share, publish or distribute images of others without their permission
- Photographs published on the academy website, or elsewhere, that include students will be selected carefully and will comply with good practice guidance on the use of such images. **It must be noted that once published (in any format) the academy will have little control over the images.**
- Students' full names will not be used anywhere on a website or blog, particularly in association with photographs. In most cases, the academy will not use the full names (which means first name and surname) of any student in a photographic image or video clip which appears on our website, in the academy prospectus or in other printed publications. Any exceptions, which may include news articles in the academy magazine or on the website, will only appear following permission being sought from the individuals concerned.

- The academy will not include personal details, which includes email, postal addresses or telephone numbers, on video, on our website, in our academy prospectus or in other printed publications.
- All reasonable measures will be taken to ensure that no students are photographed or videoed by a visitor to the academy or while on an educational visit unless permission has been sought.
- Any images taken will only be used for academy business.
- All academy photographs and videos are archived for historical purposes after use. They are stored securely and can only be accessed by authorised persons.
- Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Consent will be requested as follows as part of our annual data collection exercise

1. May we use your child's photograph in the school prospectus and in similar publications, for promotional and/or historical archiving purposes and on internal academy display boards ?
2. May we use your child's image on our school website?
3. May we record your child's image on video?
4. May we allow your child to appear in the media as part of the academy's involvement in a school related event

Consent can be withdrawn at any time by notifying the academy Data Protection Officer (Martin Pickles m.pickles@hodgson.lancs.sch.uk 01253 882815). Our Privacy Notices are published on the academy website www.hodgson.lancs.sch.uk within the policies and procedures section.

Notes on Uses of Images by the Media

If you give permission for your child's image to be used by the media then you should be aware:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- It is likely that they will wish to publish the child's name, age and the academy name in the caption for the picture (possible exceptions to this are large group or team photographs);
- It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.

Please note that there may be photographs or video footage, taken during your child's time here at Hodgson, which may still appear in certain publications or formats for a short time after they have left.

This policy links with our Safeguarding and On Line Safeguarding Policies.

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