

POLICY TO MANAGE THE SAFE USE OF STUDENTS' PHOTOGRAPHS

INTRODUCTION

Haven High Technology College welcomes positive publicity. Students' photographs add colour, life and interest to articles promoting college activities and initiatives. Making use of photographs in college publicity materials can increase motivation amongst students and help parents/guardians and the local community to identify and celebrate the college's achievements.

However, photographs must be used in a responsible way, and subject to legislation. Haven High Technology College needs to respect young people's and carer's rights of privacy and be aware of potential child protection issues.

Haven High Technology College needs to balance potential risks against the advantages of promoting the college in a colourful and attractive way. Risk can be minimised by following the advice in this policy and guidance, in relation to the use of photographs in college publicity materials, on its website and in newspapers and make sure that all stakeholders are aware of it.

KEY POINTS

Child Protection Issues

Risk may occur when a child can be identified in photographs when a full name is provided, whether in a publication or on a website. Care must be taken by the college to ensure that no adaptation of the photograph can take place which could lead to its inappropriate use. Any evidence of this must be reported to the Executive Headteacher immediately and appropriate action taken.

Data Protection Act

Photographs taken purely for personal use are exempt from the Data Protection Act. This means that parents, friends and family members can photograph their child and friends participating in school activities for the family album, and can film events in college. Photos taken by the media are also exempt from the Act.

Parents have the right to object to photographs being taken of their child.

POLICY

For publicity photographs taken by Haven High staff or other, and where these images appear in displays, on the website or are for publication in newsletters, newspapers or other literature, the following will apply:

- the student's full name will not appear against the photograph
- if the image is a group photo, then a group can be identified, ie Form 9T
- students should be in appropriate dress
- if images include sports wear, these images should concentrate on the activity, not on the individual, and should avoid full face and body shots
- images of students who have left college should not be used without their permission
- only group images will appear on the website and names will not be used

Usually, only Haven High staff film events such as college pantomimes, talent

contests or other such events. However, visitors may be allowed to film or photograph events with the consent of the Executive Headteacher and should seek permission to do so. An appropriate time and area may be offered for such photographs to be taken.

If a commercial photographer is employed, for example to work on a prospectus, the permission of parents/guardians will be sought. A clear brief will be given, making note of the college Policy.

CAMERA PHONES IN COLLEGE

Concerns have been expressed about the risks posed directly and indirectly to young people through the use of camera phones on college premises.

The most recent reservations surrounding camera phones have been over safety, security and well being of young people, whether they are the users or victims of the technology.

The risks being:

- they are small and can be used without the knowledge of the subject and in areas such as changing rooms
- they can be used to bully other students
- they can be used to cheat in exams
- it is not obvious that a picture is being taken
- once an image is taken it can be modified and misused
- no flash is given off
- technology is improving all the time

A notice will be placed in the college Reception directing visitors not to use camera phones on college premises.

Students should not have phones switched on during college hours. If students are found using a camera phone, it will be confiscated and parents informed.

Parents/guardians will need to respond to this Policy and sign a disclaimer if they wish their son or daughter NOT to have images taken and used around the college or for publicity (see letter below).

Dear Parent/Guardian

At Haven High Technology College, we think it is important to use photographs of our students enjoying the varied activities of college life to promote the positive aspects of the work we do.

We use photographs in our internal publicity materials, such as college brochures and booklets, on corridor displays and on our website. From time to time, articles and photographs of special events will appear in the newspapers.

To do all we can to ensure all photographs of our students are used correctly, we undertake to:

- obtain your permission each year to use photographs of your child

- observe County Council's guidelines on the use of photographs
- only use photographs for the purposes stated above
- store all electronic images safely and destroy them when your child leaves college
- ask that you follow our Policy when you take photos of your child at college events

I assure you that we have a responsible approach to the use of photographs and do hope that you are able to support us in publicising the many positive aspects of the work we do. We only ever use the first name with any photograph.

If you do not agree to the above, I would be grateful if you could sign the form below stating that you do not wish your child to be photographed. Please return the form to the college.

Yours sincerely

Executive Headteacher

To: Mr Reed, Haven High Technology College

Name of Student(s): Form:

I have read the information regarding the taking of images of students at Haven High Technology College.

I DO NOT give permission for any photographs to be taken of my child/children for any publication or for display purposes.

Signed: (Parent/Guardian)

Date:

Updated May 2009