



Ernulf Academy and Longsands Academy

Use of Images

This policy document concerns the safe and appropriate use of images of students and staff. The term 'images' includes photographs, video footage, mobile phone images, images on webcams and other related or similar technologies.

One of the most important features of the Partnership ethos is to celebrate the achievements of our students. We hope that parents, carers and students will continue to support practice that underpins this principle, which is very well established in both Academies.

We pride ourselves on supporting the use of new technologies across the Academies within the curriculum and beyond. Responsible use of this kind should also be encouraged and supported.

The use of images can be divided into four categories:

- images taken by Academy staff or students for educational, examination or publicity purposes;
- images taken by parents at Academy events;
- images taken by third parties;
- images taken by students of students on their own recording equipment.

Images taken by the Academies

The Partnership wishes to inform parents that the use of modern technologies is part of everyday life in each Academy. Examples include use of: computers; video and still image cameras; radio/TV recording and editing equipment; sound and stage equipment. This list is not exhaustive. The technology continues to develop rapidly as, indeed, does the range of its use within the Partnership.

We seek the general consent of parents for any public use of images on the Partnership websites and in newsletters and other Academy related publications. Parents are invited to sign a general consent form when their child joins one of the Academies. Parents may withdraw consent at any stage but will need to do so in writing. In the absence of a returned form, consent cannot be assumed and must be sought prior to any public use of images. When a student reaches the age of 13, consent must be given by the student for public use of images.

Protections

The recording of images is necessary for some examination courses, e.g. Media Studies. Images of students will be recorded and sent to the relevant examination board. These images may then be used for examination training purposes.

In these circumstances, the names of the students will not be available to those viewing the images.

To ensure the safety of students, only the first name of any student will be published with their photograph unless specific consent has been requested and granted by their parent/carer. This consent may be requested by telephone, letter or a note in the student log book and will be in addition to the general consent form.

Images maintained by Academy staff are for authorised use only and will be disposed of at an appropriate time. Particular care is taken in relation to vulnerable children such as those who are in public care or recently resettled following domestic problems.

Whenever possible, students will be made aware of why their image is being recorded and how it will be used in advance of images being captured. (Exceptions will usually be group images or videos where individual students are featured only briefly to illustrate a general theme.) Images will be kept securely.

Images taken by Parents / Carers

The Academies seek to ensure that the taking of images at our events is in accordance with the protective ethos of the Partnership. Images taken by parents or carers must be for their personal use only and must not be made publically available. Any other use would require the consent of the parents/carers of other students in the image.

At events such as performing arts shows, it is important that parents do not take photographs or use video cameras without permission and/or in a manner that is intrusive to other members of the audience or distracting to the performers. Where there are performing rights restrictions we reserve the right to prevent parents from taking images of individual performances. Further guidance will be issued where it is necessary to meet the needs of particular shows or events.

Parents/Carers are invited to indicate their agreement with this position by signing the appropriate form.

Images taken by third parties (including the Press)

Both Academies have a good, working relationship with the local press and we will always seek to ensure that images are used in an appropriate manner. Parents/Carers will be contacted for further consent should we wish to publish more than just the first name of a student with a photograph. This might be to celebrate exceptional achievement for example. Images taken by a newspaper become the property of that newspaper and could be placed by the editor on the newspaper's website.

Images taken by students of students on their own equipment

Students are actively discouraged from recording images of others on their own recording equipment such as mobile telephones. Where this is witnessed, staff will do their best to ensure that such images are deleted from the equipment and appropriate disciplinary procedures will be applied. Information about the safe use of images is included in the ECM programme of both Academies and is addressed in

assemblies when appropriate. We also request that parents and carers support us in this matter by talking to their children about the potential issues surrounding the use of images.

Additional Note: CCTV

Both Academies make use of closed circuit television (CCTV) for security and site monitoring purposes. Images from the CCTV system may be used by staff and the police to identify intruders or persons (including students) involved in misconduct that could threaten the safety or well-being of others.

Policy Statement: Use of Images

General Consent

The Academy seeks the general consent of parents for the use of images as set out in *Policy Statement: Use of Images*. This request is made in order to help the Academy fulfil requirements of the Data Protection Act and, moreover, because we wish to gain the active support of parents in ensuring that students learn and benefit from the appropriate use of modern technologies. *In the absence of a returned form*, consent cannot be assumed and must be sought prior to any public use of images. When a student reaches the age of 13, consent must be given by the student for public use of images.

The Academy has adopted certain safeguards as set out in the Policy Statement.

Please delete as appropriate:

I give/do not give general consent to the taking and use of images as set out in *Policy Statement: Use of Images*.

Signed

Child's/Children's Names

Date

Parents Wishing to Take Their Own Photos/Videos

I agree to ensure that any images I take will be for my personal use only, will be kept securely and be used appropriately. I agree not to distract or obscure the view of others whilst taking images.

I understand the Academy may impose further restrictions at formal and informal school events and agree to abide by them.

In the absence of a returned form, the default assumption will be that agreement is given.

Signed

Child's/Children's Names [as above]

Date