



Eastern High

Capturing pupils images protocol

(Data Protection Act)

The taking of visual images during school activities is allowed by the Data Protection Act if these are taken for **personal** use, for example curriculum activities and are retained for learning, teaching or assessment purposes. However, written and informed consent **must** be obtained from all parents/carers of pupils whose images they intend to **publish** anywhere. These may include:-

- Printed publications including external and internal publications e.g. school magazines, annual report, newsletters and community magazines;
- School notice boards; ie display boards in public areas of the school.

- Media – including newspapers and TV

The use of photographs in newspapers is already subject to strict guidelines. Newspaper editors must adhere to the Press Complaints Commission Code of Practice. Several scenarios can occur such as team photographs and other photo opportunities.

Where schools merely allow access to a local newspaper photographer, they are not caught by the Data Protection Act unless they provide the personal details of the pupils in the photographs. If names are to be used the consent from the parents must be obtained.

In the event that schools are considering permitting TV and Broadcasting companies to record or film children in school, consideration must be given to the legislation and Child Performance Regulations 1968. In the event of this taking place the Safeguarding Team should be contacted.

- On websites (Twitter / Facebook):
Always seek parental permission to include pupil images on school websites and adhere to the following:-
 - Photos should not be captioned with the childrens' names;
 - Personal details of children such as e-mail address, home address and telephone number should not be revealed on the website;
 - Ensure that no individual child could be identified or contacted by visitors to the school's website;
 - General shots of classroom or group activities are preferable to close-up pictures of individual children.