PHOTOGRAPHY PRIVACY NOTICE

Occasionally, we take photographs of the children at our school. We use these images as part of our school displays and sometimes in other printed publications or on our school website, Facebook page and Twitter account.

We will always ask for consent

We are clear as to how images of children can be used, especially on those occasions where they are used outside of the school learning environment and seek consent from parents to allow us to use photographs in those circumstances.

We will not use any images of children in the media, in publications, online, on social media or in any promotional literature where we do not have parental consent and, once a child has left our school we will no longer use their image even where consent was given.

Parents have the right to withdraw their consent for the use of images at any time.

Where we use images as part of learning

We also include photographs in Learning Journeys and Records of Achievement that record your child's progress throughout school and these include photographs of individuals, groups or classes of children.

We do not seek consent for the use of photographs in such situations as we consider using photos of children as part of class or school displays in the school environment and in Learning Journeys and Record of Achievements as an important part of learning and developing a sense of community amongst all pupils, as well as a way to demonstrate achievements.

Where parents do not wish photographs of their children to be used in these situations, they can notify us of their wishes at any time.

Images used by the school

In ensuring that we always use photographs in an appropriate and responsible fashion, we will ensure that:

1. Any photo consent form is valid for the period of time your child attends Willaston Church of England Primary School.
2. You can withdraw your consent for the use of the images at any time by contacting the school.
3. The images we take will be of activities that show the school and children in a positive light.
4. Embarrassing or distressing images will not be used. The images will not be associated with negative or sensitive issues.
5. We may use group or class photographs or footage with very general labels e.g. 'science lesson'.

6. We will only use images of pupils who are suitably dressed.
7. We will make every effort to ensure that we do not allow images to be taken of any children for whom we do not have permission or who are 'at risk' or disallowed from having their photographs taken for legal or social reasons.
8. We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended. However, we cannot guarantee this and take no responsibility for the way images are used by other websites or publishers or for any consequences arising from publication.
9. Historic photographs will remain on our school website and social media feeds. 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 or video, on our website, on our social media platforms in our school prospectus or in any of our other printed publications.
10. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption.
11. If we name a pupil in the text, we will not use an individual photograph of that child to accompany the article.
12. We may use group, team or class photographs or footage with very general labels, such as 'a science lesson' or 'making Christmas decorations'.
13. If a child has won an award or been honoured in some way and we would like the name of their child to accompany their picture we will obtain permission from the parent before using the image.
14. Individual/sibling and/or class photographs are taken annually and parents have the opportunity to buy these images but there is no obligation to do so. Images taken are not used elsewhere and returned/unpurchased images will be destroyed. Where class photographs are taken these are made available to all parents of pupils in that class. We will always ask if you are happy for your child to be included in class photos that are shared with other families.

Photography by families and friends

The school operates a separate policy in relation to the taking of photographs and filming of children by family and friends at school events and on school premises.