



# Pitsford School

Opportunity | Excellence | Understanding

## School Policy Document

<b>Name of Policy</b>	Using Images of Pupils Policy
<b>Audience</b>	External
<b>Date Created</b>	Created NRT 15 April 2008 (Revised)
<b>Date last reviewed</b>	June 2014
<b>Date for next review</b>	June 2016

### Why do we need such a Policy?

- To help ensure the safety of our children.
- To help ensure the enjoyment for all at events e.g. children not being put off their performance by the constant flashing of cameras and the audience/performance being disrupted by parents attempting to capture the best angle of their child by standing up/moving around.

### Key principles we should accept

- A balance between achieving protection and ensuring enjoyment along with preserving the memories of childhood.
- The Christian value of trust in our fellow man.

### Photography by Parents: Indoor Events

- No flash photography during a performance.
- Occasionally, non-flash/video will be allowed. If so, parents will be advised in a letter and it will be indicated in the programme. Photography would then be allowed but only from seated position and in such a way as not to interrupt other's view.
- Usually, the school will arrange for an officially designated photographer to record the event.
- A photo call may be arranged at the end of the event in order that parents may capture their children within the emotion of the event.
- No photography to be allowed during specific events, which will be notified to parents on an ad-hoc basis, e.g. swimming/PE activities.

### Photography by Parents: Outdoor Events e.g. Summer Fair, Sports Day etc.

- The use of photography and/or video will be permitted.
- Parents must utilise their best endeavours to ensure that any image captured is primarily of their own child.

### **Photography by Parents: Internet Images**

We appreciate that parents may in some cases, wish to add pictures of their own children to their own internet sites. Therefore we offer this guidance to parents:

- No image should be posted on the Internet without the express permission of the subject or, in the case of children, their parent/guardian.

### **Photography by the School**

- Photographs and video will be taken by the School at a variety of School events, and may be displayed within the confines of the School as appropriate.
- Photographs and video may be used by the School in the production of promotional materials, such as the prospectus or web-site, these will not include full names of current pupils except in exceptional circumstances and only then with prior permission of parent or guardian. Also photographs may be used in press releases, in which case names may also be supplied if appropriate. In general only where the press release relates to a celebration of success will a name also be supplied.
- Parents will be asked if they agree to images of the child being used in press releases and publicity material when they join the School. They will be reminded of their decision via the annual data-check form, which will give them the opportunity to change their mind. Also parents should note that they can change their option at any point in the School year.