



# Use of Images Policy

## Rationale

Baden Powell School believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials and website can increase children's motivation and help families and the local community identify and celebrate the school's achievements.

We only use images that the Head Teacher considers suitable and which appropriately represent the range of activities the school provides and the values it adheres to. Images will not be used which could be considered to put any child at increased risk.

Through this policy we aim to respect young children and families rights of privacy and minimise the risks which children can be exposed through the misuse of images. Every reasonable effort will be made to minimise risk by following the guidance in this policy. The policy takes account of both data protection and child protection issues.

## Data Protection and Consent

Photographs and video images of children and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of children without the consent of their families, via the Use of Images of Children Consent Form - which is completed when a child joins our school.

In seeking consent we will ensure that families are aware that their consent lasts for the duration that their child attends our school, unless they complete a new Use of Images of Children Consent Form withdrawing their consent. Images of children will continue to be used by the school after the child has left unless consent is withdrawn in writing by families. All images will be used only by those who are authorised to do so.

When families do not agree to their child being photographed the Office Team will inform staff and staff will make every effort to comply sensitively. It will always be possible to enable those families and staff members with particular concerns to specify that they withhold their consent for whatever reason.

## **Child Protection**

We will only use images of children in suitable dress. Staff will decide if images they use are suitable whilst minimising the risk of potential misuse.

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the headteacher and subsequent steps taken in relation to these images or misuse.

This Policy will be reviewed every three years.

Next Review 09/2025