

Great Heath Academy
Information and Questionnaire
The Safe Use of Children's Photographs

For - Academy Publicity and Marketing

Like the vast majority of schools, we need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements. This is well established and we have secure systems to ensure only those pupils for whom permission has been granted have their image used in this way.

At - Academy Events

In addition to images of pupils being used as described above, the vast majority of parents think it is very important that they have photographs of their children at different stages of their schooling. These are proud memories that they and their families will treasure for years.

We agree.

However, we must be mindful of keeping our pupils safe - there are children for whom having their image on social media could have serious safety and security consequences. As such we aim to balance the wishes and needs of everybody.

Currently we do this by:

1. Allowing you to photograph and film at school events – these include:

- Friday Celebration Assemblies
- Class Assemblies
- Plays and Performances
- FOGHS Discos
- FOGHS Christmas Fayres
- FOGHS Summer Fayres
- Sports Days

2. Pointing out clearly that any photographs you do take should focus on your child only

3. Informing you that images should not be put on social media

(As other children may be in the background – you will be in contravention of the Data Protection Act 1998 should you do so without obtaining prior consent from other parents/legal guardians)

4. Asking you to remove images if we are informed they have been shared and informing the police in the event of non-compliance

However, we are aware that even with these control measures in place **there are still pupils who may inadvertently be captured on film by a parent trying to photograph their own child. Therefore, we would like to consult all of you to see what your collective views are in order that we can continue with our current approach if that is favoured by the majority or not.**

To this end you will find **attached a questionnaire sheet that we would be most grateful if you could complete and return to school for us to analyse.** If you could return it to the school office by the end of November we will be able to collate the results and confirm our future approach before Christmas.

In the meantime, if you do have concerns about your child inadvertently being caught on camera by another parent at one of our events and do not believe that our control measures indicated above (**2,3 and 4**) are sufficient to safeguard your child then please inform us and we will tactfully exclude them from events at which parents will be recording memories.

Thank you for your assistance with this difficult and divisive issue.