



PHOTOGRAPHIC AND IMAGE POLICY

Revised as part of GDPR May 2018, reviewed Feb 2021, reviewed March 2023

We occasionally take photographs or make recordings of children at our school. We may use these images in our school prospectus or in other printed publications that we produce, as well as on our website, Facebook page, Class Dojo and on project display boards around the school. Where photographs of children are used in promotional material (typically printed publications such as the school prospectus), the material may still be in circulation once your child has left Hill View Primary School. From time to time, our school may be visited by the media who will take photographs or film footage and pupils will sometimes appear in these images. They may appear in local or national newspapers or on televised news programmes. We may also visit other schools for events such as sports events (typically those organised by the North Oxfordshire School Sports Partnership) and photos and recordings may be taken. These schools or NOSSP may use these images in promotional material or on their website. Our conditions of use for these photos are:

- We will not use the personal details or full names of any child in a photographic image or recording on our website, in our school prospectus or in any other printed publications.
- We will not include personal email, postal addresses or telephone numbers on recordings, on our website, in our school prospectus or in other printed publications.
- If we use the full name of a pupil in the text, we will not use a photograph of that child to accompany the article.
- We may use pictures of pupils and staff that have been drawn by the pupils in our displays, on our website and in our publications.
- We may use a group or class photograph or footage with very general labels, such as a “science lesson” or “making Christmas decorations” in our displays, on our website and in our publications.
- We will only use images of pupils who are suitably dressed. During Educational School Visits, the Teacher or Teaching Assistant will be responsible for taking photographs.

Should external organisations wish to take photographs or recordings of our children, then we will only allow this if they agree to the above.

Parents or carers should Opt-In by signing the attached declaration that they agree to the use of photographs as detailed above.

As most mobile phones have a camera facility, we would also ask that parents DO NOT use their mobile phone whilst on the school site during drop off and collection times.

We understand that most families will want to have a photographic or recording of their child and their friends when they are involved in activities in school ie: sports day, concerts or plays. **Provided these images are for personal use**, then the General Data Protection Regulations (May 2018) do not apply and these photographs and videos can be taken by parents/carers and their families.

Social media websites ie: Facebook - Parents/Carers should consider the impact of posting photos of their children at school events (ie: sports day or Christmas productions) when the photo is a group shot and may also feature other children who attend Hill View school. Some parents do not wish their child’s photograph to be posted on social media websites at all (and this does include group shots) and we would ask you to respect this wish. Although this matter is out of our control, we can appreciate the concerns that have been raised by some parents.

This policy supports and complements Hill View’s Child Protection policy to ensure the school takes all necessary steps to protect the welfare of all children in our care.



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In order for the school to take and use images of your children, as detailed in the Photographic and Image Policy, parents or carers should Opt-In by signing the declaration below.

Child's Name Class

Child's Name Class

Child's Name Class

I give my consent for Hill View Primary School to take photos and recordings of my child and use these images as detailed in their Photographic and Image Policy.

Signed Date

Parent/Carer Name (please print)

Relationship to Child

In the future, should you wish to opt-out, please email the School Office:
office@hillview-school.co.uk

I DO NOT give my consent, for Hill View Primary School to take photos and recordings of my child.

Signed Date

Parent/Carer Name (please print)

Relationship to Child