

# Donnington Primary School

## Use of digital images - photography and video policy

**Mission Statement:** Our mission is to provide all our children with high standards of teaching, learning and playing environments, so that each child can develop to his or her greatest potential and be prepared to move forward in study, work and play for their future success. This policy has been developed with due regard for the Data Protection Act 1998.

Staff at Donnington Primary School will at times take photographs/digital images of your child at work to support assessment and teaching programmes. These could be for internal records or display. Where the image may be used for external display, we adhere to the following rules:

- Where showcasing examples of pupils work we only use their first names
- If showcasing digital video work to an external audience, we will take care to ensure that pupils aren't referred to by full name on the image or video, and that pupils' full names aren't given in credits at the end of a film
- Only images of pupils in suitable dress are used.

The Parent Staff Association, Friends of Donnington School (FODS), will at times take photographs/digital images of individuals and groups of children (and adults) which may be used to support their fundraising activities for the school. They will also adhere to the above rules.

Examples of how photography and video may be used include:

- Your child being photographed (by the classroom teacher, teaching assistant or another child) as part of a learning activity e.g. photographing children at work and then sharing the pictures on the Network, allowing the children to see their work and make improvements, or they will form part of assessment portfolios to support teaching and learning.
- Your child's image used for presentation purposes around the school; e.g. in school wall displays and electronic presentations to capture images around the school or in the local area as part of a project or lesson.
- Your child's image used in a presentation about the school and its work in order to share its good practice and celebrate its achievements, which is shown to other parents, schools or educators; e.g. within a CDROM / DVD or a document sharing good practice; in our school prospectus or on our school website.
- In rare events, your child's image could appear in the media if a newspaper photographer or television film crew attend an event – in these instances a specific permission slip will be issued.
- Still and video images taken by parents/carers and others who attend class and whole school assemblies for personal memories.

Where we, or a parent/carer, actually wish a child's image linked to their name we would contact parents/carers separately for permission, e.g. if a pupil won a national competition and could be named in local press or government literature.