

The use of digital images and video

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make recordings of your daughter / son.

We follow the following rules for any external use of digital images:

If the pupil is named, we avoid using their photograph.

If their photograph is used, we avoid naming the pupil.

Where showcasing examples of pupils work we only use their first names, rather than their full names.

If showcasing digital video work to an external audience, we take care to ensure that pupils aren't referred to by name on the video, and that pupils' full names aren't given in credits at the end of the film.

Only images of pupils in suitable dress are used.

Staffs are not allowed to take photographs or videos on their personal equipment.

Examples of how digital photography and video may be used at school include:

- Your child being photographed (by the class teacher or teaching assistant) as part of a learning activity; e.g. taking photos or a video of progress made by a nursery child, as part of the learning record, and then sharing with their parent / guardian.
- Your child's image being used for presentation purposes around the school; e.g. in class or wider school wall displays or PowerPoint® presentations.
- Your child's image being 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 DVD or a document sharing good practice; on our school website or via Hollickwood's social media accounts.

In rare events, your child's picture could appear in the media if a newspaper photographer or television film crew attends an event.

Note: If we, or you, actually wanted your child's image linked to their name we would contact you separately for permission, e.g. if your child won a national competition and wanted to be named in local or government literature.

The use of social networking and on-line media

This school asks its whole community to promote the 3 commons approach to online behaviour:

- **Common courtesy**
- **Common decency**
- **Common sense**

How do we show common courtesy online?

- We ask someone's permission before uploading photographs, videos or any other information about them online.
- We do not write or upload 'off-hand', hurtful, rude or derogatory comments and materials. To do so is disrespectful and may upset, distress, bully or harass.

How do we show common decency online?

- We do not post comments that can be considered as being **intimidating, racist, sexist, homophobic or defamatory. This is cyber-bullying** and may be harassment or libel.
- When such comments exist online, we do not forward such emails, tweets, videos, etc. By creating or forwarding such materials we are all liable under the law.

How do we show common sense online?

- We think before we click.
- We think before we upload comments, photographs and videos.
- We think before we download or forward any materials.
- We think carefully about what information we share with others online, and we check where it is saved and check our privacy settings.
- We make sure we understand changes in use of any web sites we use.
- We block harassing communications and report any abuse.

Any actions online that impact on the school and can potentially lower the school's (or someone in the school) reputation in some way or are deemed as being inappropriate will be responded to.

In the event that any member of staff, student or parent/carer is found to be posting libellous or inflammatory comments on Facebook or other social network sites, they will be reported to the appropriate 'report abuse' section of the network site. *(All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this.)*

In serious cases we will also consider legal options to deal with any such misuse.

The whole school community is reminded of the CEOP report abuse process:

<https://www.thinkuknow.co.uk/parents/browser-safety/>