

use of images

guidelines for parents/carers

Version three



Taking pictures and videos of children and young people's achievements and activities is a wonderful way of capturing a memory and promoting successes but consideration needs to be given to who might have access to those images.

This fact sheet aims to provide you with advice and guidance about how you can help safeguard your children and young people.

The following guidelines are provided to help you keep your child safe:

- Under the Data Protection Act written consent from the parent/guardian or carer for children and young people under the age of 18 must be sought before taking photographs. (For schools and child care settings, a consent form will be issued at the beginning of each academic year or on school admission)
- If a photograph is being used in a publication or a learning journey in an early years setting, it should be explained what the publication is about and how the image will be used
- Only library images should be used for controversial subject areas e.g. drugs, domestic abuse, truanting and bullying
- Where the child or young person can be found or identified through school, nursery uniform/club kit, we propose the child or young person's full name only be published if it is integral to the story
- Where children are photographed in a group shot, we advise the group as a whole is referred to i.e. class of Yr 6 or name children alphabetically. However, if the children or young person's names are integral to the story, the children's full names can be published. We recommend group shots without names to be used where possible to ensure every child has the opportunity to be included in media coverage.
- The addresses or emails of children or young people should never be published
- Consideration should be given to the appropriateness of clothing and posture. Images that could be used inappropriately e.g. children or young people wearing swimming costumes should not be published

- The age of a child or young person should only be stated if integral to the story
- The videoing, recording and photography of events such as nativity plays, school events, sports days, leisure centre events etc. (please note there are certain areas within leisure centres where photography is prohibited) are exempt under the Data Protection Act if these are solely for personal or domestic use. Therefore photographs or videoing is allowed. However some establishments may require you to complete a registration form
- Parents are requested not to place any recording or images on social networking sites, such as Facebook or YouTube, unless they are only of their individual child. The name of the school should not be placed alongside such footage.

Examples of personal use:

- A parent takes a photograph of their child and some friends taking part in school sports day to be put in the family photo album. These images are for personal use and the Data Protection Act does not apply
- Grandparents are invited to the school nativity play and wish to video it. These images are for personal use and the Data Protection Act does not apply

What's the problem with pictures?

Nothing if used by the right people for the right purpose. However if used by the wrong people for the wrong purpose, children and young people could be at risk.

Would you give a complete stranger personal information about yourself or anyone in your family?

Promoting children and young people through photography or video is not an unsafe activity but careful consideration should be given about the amount of information shared in context of the image and also who might have access to that information.

The aim of this leaflet is not to stop you taking pictures or celebrating your children's achievements but to provide you with guidance to help keep your child safe.

For further information about how you can help safeguard your child or young person please contact:

Safeguarding 01384 813061 - <http://safeguardingchildren.dudley.gov.uk>

Dudley Council's marketing and communications team 01384 815228

www.dudley.gov.uk

Dudley Children's Trust - www.dudleychildrenstrust.org.uk

