

## Use of Images Policy

For the purpose of this policy the word 'image' refers to a photograph or video. Parents or legal guardians must read this policy and agree to adhere to it.

### **(1) Parental Rights**

For their own protection, images of some children must not appear online or in the public domain. In other cases, parents may not wish for images of their child to be used on-line or in the public domain. Heritage School recognises that parents or legal guardians alone have the right to determine how an image of their child can be used. Accordingly, we seek parental consent before using images of pupils either internally or externally, as explained below.

Heritage School also asks that any image which includes any part of the face of a child who is not your own, whether taken by a parent or downloaded from the school photo sharing website (Zenfolio), must be for personal use only and stored in a solely private digital collection. Such images must never be uploaded into an online environment (e.g. social media such as Facebook or Instagram) or emailed to others.

### **(2) Internal Use**

#### *(a) Displays on Notice Boards*

At various school events such as enrichment activities, drama productions or on sports day, photographs will be taken by school staff. We would like such images occasionally to be used for displays in school.

#### *(b) School Sharing Website*

Additionally, we would like to share collections of photographs with parents via the school's photo sharing website (Zenfolio). These can be accessed by all Heritage parents and staff via the parent portal which is protected by login and password.

### **(3) External Use**

We would also like to use appropriate images for marketing purposes to include: printed materials, the school website, and on the school's social media platforms (e.g. Facebook).

### **(4) Use of Names**

The majority of photographs used will be anonymous. However, if, for example, congratulations are due for a specific achievement or appointment, it may be that a first name is appropriate. They will only be used if specific parental permission, for that instance, has been granted.

### **(5) If Consent is Not Given**

If you have chosen not to give your consent to internal and/or external use, please understand and explain to your child that when group photographs or videos are taken during school activities your child will need to be removed from the group as sensitively as possible before the picture is taken.

## (6) Parental Agreement and Consent

At the time of registration, parents are asked to give their consent to the internal and/or external use of images, of their children, in accordance with this policy, via an online form. Parents must declare that they have read this policy and agree to adhere to it. Please note that when agreement and consent is given by one parent, it is understood by us to have been given from both parents. Parents are asked the following questions

- Parental rights: we understand the rights of parents over images of their children, and we will not upload any image which includes any part of the face of a child who is not our own into an online environment nor will we email such images to others, as explained in paragraph (1).
- Internal use: We give our consent for images of our child(ren) to be used on displays in school as explained in paragraph (2a).
- We give our consent for images of our child(ren) to be shared on the school's photo sharing website, as explained in Paragraph (2b).
- External use: we give our consent for images of our child(ren) to be used for marketing purposes including printed materials, the school website, and on the school's social media platforms, as explained in Paragraph (3).

Authorised by	Jason Fletcher
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