NORTHMEAD JUNIOR SCHOOL

Use of digital and video images Policy

Overview

This use of digital and video images policy was created to safeguard the pupils and staff at Northmead Junior School from any form of inappropriate use of technology. It sits alongside all e-safety policies already in place. As a school we recognise that technology plays an important and positive role in children's lives, both educationally and socially. We are committed to helping all members of our school community to understand both the benefits and the risks, and to equip children with the knowledge and skills to be able to use technology safely and responsibly.

Introduction

School Aims
Our Use of digital and video images Policy reflects our school aims which are:
- To provide a broad and balanced curriculum that ensures each child has a high quality, stimulating, varied and inclusive learning experience, which encourages creativity, enjoyment and excellence
- To build committed, supportive and effective teams, operating within a united whole
- To develop self-esteem and a positive attitude towards others
- To raise each child's expectation of what they can achieve both now and in preparation for adult life

Policy Aims
The aims of this policy are to ensure that:
- Pupils, staff and parents are educated to understand the need to be vigilant and careful with the use of digital images and the consequences for inappropriate or careless use
- Knowledge, policies and procedures are in place to prevent incidents where digital images are used inappropriately in school or within the school community
- There are measures in place to deal effectively with cases of inappropriate use of digital images
- The Leadership team monitor the effectiveness of prevention measures

In this school:
- We gain parental/carer permission for use of digital photographs or video involving their child as part of the school agreement form when their child joins the school

- We do not identify pupils in online photographic materials or include the full names of pupils in the credits of any published school produced video materials/DVDs

- Staff sign the school's Acceptable Use Policy and this includes a clause on the use of mobile phones / personal equipment for taking pictures of pupils. The school blocks/filter access to inappropriate web addresses unless there is a specific approved educational purpose.

- Pupils are taught about how images can be manipulated in their eSafety education programme and also taught to consider how to publish for a wide range of audiences which might include governors, parents or younger children as part of their IT scheme of work.

- Pupils are advised to be very careful about placing any personal photos on any 'social' online network space. They are taught to understand the need to maintain privacy settings so as not to make public, personal information.

- Pupils are taught that they should not post images or videos of others without their permission. We teach them about the risks associated with providing information with images (including the name of the file), that reveals the identity of others and their location, such as house number, street name or school. We teach them about the need to keep their data secure and what to do if they are subject to bullying or abuse.

Website:
- The Headteacher takes overall editorial responsibility to ensure that the website content is accurate and the quality of presentation is maintained

- Uploading of information is restricted to our website authorisers

- The school web site complies with the school's guidelines for publications

- Most material is the school's own work; where other's work is published or linked to, we credit the sources used and state clearly the author's identity or status

- The point of contact on the web site is the school address, telephone number and we use a general email contact address, e.g. info@northmead.surrey.sch.uk or contactus@ northmead.surrey.sch.uk. Home information or individual e-mail identities will not be published

- Photographs published on the web do not have full names attached

- We do not use pupils' names when saving images in the file names or in the tags when publishing to the school website

- We expect teachers using' school approved blogs or wikis to password protect them and run from the school website

CCTV:
- We have CCTV in the school as part of our site surveillance for staff and student safety. We will not reveal any recordings (*retained by the Support Provider for 28 days*), without permission except where disclosed to the Police as part of a criminal investigation

Date policy reviewed   Autumn 2021
Date of next review   Autumn 2022