

PHOTOGRAPHIC IMAGES – JOHN MASON SCHOOL POLICY

Sometimes we may take photographs of the children at our school. These images may be used in our school prospectus, in other printed publications that we produce, on our school website or on project display boards in school. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

Occasionally, our school may be visited by the media who will take photographs or film footage of a high profile event or to celebrate a particular achievement. Students will often appear in these images, which may appear in local or national newspapers or in televised new programmes. **(See Conditions of Use below for more information on use of images by the media).**

In order that we can protect your child's interests and to comply with the Data Protection Act 1998, please read the Conditions of Use below. **If you do not contact us then we will assume that we have your permission to take photographs, video or webcam recordings of your child(ren). Your "opt out" letter, if you choose to do so, needs to be addressed to Mrs Sarah Brinkley, Head teacher.**

Thank you for taking the time to read this.

CONDITIONS OF USE

1. This procedure is valid for the period of time your child attends this school. Your consent will automatically expire after this time.
2. The school will not re-use any photographs or recordings after your child leaves this school without further consent being sought.
3. The school will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on video, on our website, in the school prospectus or in any of our other printed publications.
4. The school will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
5. If we use photographs of individual students, we will not use the full name of that child in any accompanying text or caption.
6. If we use the full name of a student in text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of students and teachers that have been drawn by students. We may use group or class photographs or footage with very general labels, such as "a science lesson".
8. We will only use images of students who are suitable dressed.
9. Parents should note that website can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Notes on Use of Images by the Media

If you give permission for a child's image to be used by the media, then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs);
- It is possible that the newspaper will re-publish the story on their website or distribute it more widely to other newspapers or media organisations.