



A WISE Madrassah Image Use Policy

April 2019

The purpose and scope of this policy statement

The purpose of this policy is to set out general rules about the capture and distribution of images and photographs of children and to give staff and parents guidelines on the subject. It applies to activities during Madrassah hours on Salaam Academy premises or as part of off-site events or trips. Salaam Academy has a general policy of not taking images of any pupil, however if a picture is required for any given reason, then the following policy is in place.

This policy seeks to ensure that images and videos taken within and by Salaam Academy are taken and held legally and the required thought is given to safeguarding all members of the community.

This policy applies to all staff including the governing body, teachers, support staff, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.

This policy must be read in conjunction with other relevant school policies including, but not limited to; safeguarding and child protection, anti-bullying, behaviour, and Social Media use.

This policy applies to all images, including still and video content taken by *Salaam Academy*

All images taken by Salaam Academy will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:

- fairly, lawfully and in a transparent manner
- for specified, explicit and legitimate purposes
- in a way that is adequate, relevant limited to what is necessary
- to ensure it is accurate and up to date
- for no longer than is necessary
- in a manner that ensures appropriate security

This policy has been drawn up based on legislation, policy and guidance that seeks to protect children in England

We believe that we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that:

- the welfare of the children and young people taking part in our activities is paramount
- children and their parents/carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, race, or sex
- consent to take images of children is only meaningful when the children and their parents/carers understand the potential risks associated with the use and distribution of these images
- there are potential risks associated with sharing images of children online.

We will seek to keep children and young people safe by:

- always asking for written consent from a child and their parents or carers before taking and using a child's image
- changing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them)
- never publishing personal information about individual children
- making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information)
- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed
- using images that positively reflect young people's involvement in the activity.

We will also develop a procedure for reporting the abuse or misuse of images of children as part of our child protection procedures. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.

Photography and/or filming for personal use

When children themselves, parents/carers or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announce details of our photography policy before the start of the event. This includes:

- reminding parents/carers and children that they need to give consent for Salaam Academy to take and use images of children
- asking for photos taken during the event not to be shared on social media or asking people to gain permission from children and their parents/carers before sharing photographs and videos that include them
- recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share
- reminding children, parents and carers who they can talk to if they have any concerns about images being shared.
- Salaam Academy will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed. For example, they will be for internal use by the setting only and will not be shared online or via any website or social media tool.
- Photos taken by children for official use will be carefully controlled by the Salaam Academy and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.