

# EARLSMEAD PRIMARY SCHOOL

## The use of digital images and video

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make recordings of your daughter / son.

Earlsmead Primary School's rules for any external use of digital images are:

**If the pupil is named, we avoid using their photograph.**

**If their photograph is used, we avoid naming the pupil.**

Where showcasing examples of pupils work we only use their first names, rather than their full names.

If showcasing digital video work to an external audience, we take care to ensure that pupils aren't referred to by name on the video, and that pupils' full names aren't given in credits at the end of the film.

Only images of pupils in suitable dress are used.

Staffs are not allowed to take photographs or videos on their personal equipment.

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Examples of how digital photography and video may be used at school include:

- Your child being photographed (by the class teacher or teaching assistant) as part of a learning activity;  
e.g. taking photos or a video of progress made by a nursery child, as part of the learning record, and then sharing with their parent / guardian.
- Your child's image being used for presentation purposes around the school;  
e.g. in class or wider school wall displays or computer presentations.
- Your child's image being used in a presentation about the school and its work in order to share its good practice and celebrate its achievements, which is shown to other parents, schools or educators;  
e.g. within a CDROM / DVD or a document sharing good practice; in our school prospectus or on our school website.  
In rare events, your child's picture could appear in the media if a newspaper photographer or television film crew attends an event.

Note: If we, or you, actually wanted your child's image linked to their name we would contact you separately for permission.

e.g. if your child won a national competition and wanted to be named in local or government literature.