



Pudsey Bolton Royd Primary School

Taking of Visual Records Policy

Visual records of the highlights of a child's school days are valuable to the family and later to the child itself. School intends to preserve this opportunity.

School will, from time to time, engage with a commercial unit for the production of school photographs for sale to the parents.

School staff will take photographs from time to time to record the progress of pupils and the school. These will be for internal school use only.

Within the school, at concerts and sporting events, parents will continue to be able to record the achievements of their children. These visual records will be taken on the clear undertaking by parents that they are for family use and exclude any commercial exploitation.

Any parent who is unwilling to have a visual image of their child recorded, either by school or by outside agencies e.g. Press, as above, will be required to make their objection in writing to the Headteacher. The child will then be unable to appear in events where family snaps will be taken. The parent will be offered an appointment where the alternative activities will be discussed.

Accordingly, this policy statement, requiring parental decision will be included in the Welcome Pack for all new pupils, where consent will be assumed in the absence of written objection.

Parents of existing pupils will receive a letter of similar purpose requiring objections to be submitted, in writing, and which will remind parents that images in print or electronically recorded are strictly for family use and may not be used more extensively, whether for fee or otherwise.

The school will challenge anyone attempting to record images who is not recognised as part of the wider school community.

Internet and Visual Images

Without the express permission of parents, the School will not publish, any image of a child on the Internet.