

School Websites and other digitally published content –Guidelines

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Last Updated: Jan 2020

CONTENT GUIDELINES

School websites and other digital services such as Twitter, provide schools with excellent opportunities to broadcast their achievements to a wide audience. Details of the school, its curriculum and its facilities can and do provide a showcase for the activities of staff and pupils. West Lothian school websites are designed around a shared theme and supported by the West Lothian Web Services Team. Many schools also make use of other digital publishing tools and these must be appropriately managed and overseen by the Head Teacher.

The most serious risk to pupils involves the possibility of someone being hurt, exploited or abused as a result of personal information being posted online. Online pictures, names, addresses or age can be used to trace, contact and meet a pupil with the intention of causing harm.

PHOTOGRAPHS OF PUPILS

PHOTOGRAPHS MUST NOT BE USED IN ANY CONTEXT WITHOUT CONSENT BEING IN PLACE

The inclusion of images of pupils on the school website and other approved digital channels can be motivating for the pupils involved and provide a good opportunity to promote the work of the school. It is important to balance the potential risks of publishing images of pupils against design principles of creating colourful, attractive and relevant pages and promoting the work of the school. Avoid the use of both given names and full names in a photograph. This reduces the risk of inappropriate, unsolicited attention from people outside the school. Easy rules to remember:

If the pupil is named anywhere in the narrative, avoid using their photograph.

If the photograph is used, avoid naming the pupil, either explicitly or implicitly.

The photograph should not contain any personal information, for example, in the displays in the background of the picture or in the pupils' hands via jotters, certificates or pieces of work

All children in a group photograph must have consent or the photograph must not be published. Do not use emoji's or other methods to blank out faces.

Only use images of pupils in suitable dress to reduce the risk of inappropriate use of images of pupils. Head Teachers should carefully consider what photographs of pupils, if any, are suitable for inclusion on the school website or social media. **'If in doubt, leave it out'** should be the practice.

In any event, no photographs may be published without the permission of the parent or carer of the child or children involved (*see Appendix 1*).

DATA LABEL: PUBLIC

INFORMATION ABOUT PUPILS

At no time should any pupil's personal information, home address, e-mail address or phone number appear on the Internet. Any contact information should be the establishment's e-mail address, postal address or phone number.

PUPILS' WORK

Excerpts and images of children's work (without a photograph of a child) should be attributed by forename and stage, for example, *Margaret – Primary 4*. In certain schools, for example with a small roll, it may not be appropriate to give the stage.

As with photographs, permission should be sought from parents and /or children before publishing children's work on the website (see *Appendix 1*).

PROHIBITED CONTENT

- Photographs of individuals without appropriate consent
- Use of copyright protected or trade secret material without the express permission of the author.
- Dissemination of information related to criminal activity in any way.
- Transmitting obscene, offensive, subversive or threatening material.
- Any unauthorised commercial, advertising or political activity.
- The duplication of software without the copyright owner's permission is an infringement under Copyright Law. According to UK Copyright law, persons involved in the illegal reproduction of software can be subject to unlimited civil damages and to criminal penalties, including fines and imprisonment.

All content on a school website and other digitally published content is the responsibility of the Head Teacher

APPENDIX 1



Education Services Photography and Video Consent Form

This form explains the reasons why and how West Lothian Council and (insert School Name) may use images and videos of you /your child.

Please read the form thoroughly and detail your agreement as appropriate.

Why do we need your consent?

We use images and videos of children for a variety of different purposes while they are at school. These images are the child's personal information. We will not use these images without the consent of you or, where appropriate, your child.

Why do we use images and videos of pupils?

We use images and videos of pupils as part of school displays, to celebrate school life and pupils' achievements and to evidence pupil learning. We may take images or videos of individual pupils and groups of pupils to use on social media, the school website or blog and in the school handbook and other printed publications, such as a newsletter.

How will images and videos of pupils be used?

- Where the school uses images of individual pupils, the name of the pupil will not be disclosed.
- Where an individual pupil is named in a written publication, an individual photograph of the pupil will not be used to accompany the text.
- The school will ensure children are aware that their photograph is being taken and the reason for that.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may use photographs or videos of work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of pupils who are fully dressed, i.e. schools would not display an image of a pupil in swimwear.
- The school may arrange for a professional photographer to take class/individual photograph of your child which will be available to purchase annually. These images will not be stored by West Lothian Council.

Who else uses images and videos of pupils?

The school may be visited by local or national media and press, who take images or videos of school events, and celebrations. Where pupils will appear in these images and videos, additional consent will be sought before any image or video is used.

Who will be able to see the images and videos of pupils?

Where the images only appear in the school as part of school displays, anyone who visits the school will be able to see the images.

Where the images appear on social media, on the school website or in any other publication which is available to be distributed, anyone in the world could see the images.

Who is storing the images?

West Lothian Council will store the images in accordance with data protection law.

How long will the images be stored?

We will not re-use any photographs or recordings a year after the pupil leaves this school. Photographs and videos published on our school website and social media feeds may remain indefinitely.

Your rights

You have a number of rights under data protection law, including the right to request your information and to request that the information be amended if incorrect or, in some circumstances, erased. To make a request for information, amendment or erasure, you will need to put your request in writing to West Lothian Council, West Lothian Civic Centre, Howden South Road, Livingston, West Lothian, EH54 6FF

If you have any questions or concerns about how your information is used, please contact the Head Teacher. You can also contact the Data Protection Officer, West Lothian Council, West Lothian Civic Centre, Howden South Road, Livingston, West Lothian, EH54 6FF, email: DataProtectionOfficer@westlothian.gov.uk. More information about data protection and how it applies to you, including how to make a complaint, is available from the Information Commissioner's Office.

Providing your consent

Please read the following options thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria.

I provide consent for West Lothian Council and (Insert School Name) to:				
Photograph and video my child for "in school use" including learning logs and journals, in school displays; both wall displays and electronic screen displays.				
	Yes		No	
Share my child's data with any school-appointed external photography company for official school photos. This includes the following: • Name • Class This will happen annually and these photographs will be made available for you to purchase.				
	Yes		No	
Use images and videos of my child online, this includes the school website and/or blog and the school social media channels; Twitter, (name any other channels used by the school).				
	Yes		No	

- This consent is valid, unless withdrawn or amended, during the time your child attends this school.
- Consent will be recorded on the school's Management Information System and will be retained as part of the pupil's education record which is held for five years after the pupil leaves school, unless there is a legal reason to keep it for longer.
- A pupil has the right to withdraw or give consent themselves when they reach the age of 12 if the child has the capacity to do so.
- Consent can be withdrawn at any time by the parent/carer or young person if 12 or over.

Name of pupil:	
Date of birth:	
Name of person giving consent (parent/carer or pupil if age 12 or over):	
Signature:	
Date:	