

HARPFIELD PRIMARY ACADEMY

'Achieving Success Together'



24 November 2017

Dear Parent/Carer

Mobile phone/image recording policy

I am writing to inform you of a significant change to our mobile phone policy in school. The change also applies to all recording devices including tablets, ipads, video cameras, cameras and any other such device. The change will be operational with immediate effect.

No mobile telephones or other devices, which are able to record images, will be permitted to be used within the school and its grounds. All mobile phones and other devices **must be switched off** whilst parents are in school or within the school's grounds; it is not sufficient that they are switched on to "silent". When parents are delivering or collecting children at the end of the day it would be impractical to switch phones off but we would ask that you do not use your phone at these times.

The change in policy has been prompted by two factors:

- By our need to ensure children whose parents/carers do not want their images to appear on social media sites are properly protected. Our current system does not fully comply.
- There are significant changes to the Data Protection Act that come into force in 6 months' time which will require all schools to review such procedures.

We are also making changes to our Facebook facility. The school's current Facebook page will be relaunched. It will be cleared of any existing images and will only be used for publicity purposes. A new Facebook group will be established. This will be a "closed" group and access to the group will only be permitted for parents/carers. In order to maintain the integrity of the group permission to join will be given by the school. All those in the group will have to sign up to an agreement before permission to join the group is given. This new Facebook group will contain images of our children where permission to do so has been given. It will also be a means for the school to provide information to parents. I am currently in consultation regarding this matter and will contact you directly.

We will still communicate with parents via our other various means: twitter, blogs, website, texting and even letters.

Can I take this opportunity to ask you not to use the Do Jo system for regular communications with school. Although it includes an associated message facility, there is no regular monitoring of messages in the system and you would be better to contact school directly in person, by phone (01782 234984) or email (enquiries@harpfieldprimaryacademy.org.uk).

This change means that parents will not be able to take photographs/video recordings of our up-coming Christmas productions. Instead, we will take photographs of the children prior to the productions. The PTFA will then take orders for the photographs at the performances. There will be a small charge for the photographs and all profits will go to the PTA.

Yours sincerely

MR R T WOOLLACOTT
PRINCIPAL