



Taking, Storing and Using Images of Pupils Policy

Updated: 03-20
Prepared by: JUH

Next Review: 03-22
Approved by: SHCC

This Policy applies throughout the School from the EYFS to Year 6.

Aim and scope

This Policy is intended to provide information to pupils and their parents, guardians or carers (hereafter 'parents') about how images of pupils are normally used by the School. It also covers the School's approach to the use of cameras and filming equipment at School events and on School premises by parents, pupils themselves, staff, professional photographers and the media.

It applies in addition to the School's Terms and Conditions (also known as the Parent Contract), and any other information the School may provide about a particular use of pupil images, including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, e.g. the School's Privacy Notice and CCTV Policy. Images of pupils in a safeguarding context are dealt with under the School's Safeguarding and Child Protection Policy.

General points to be aware of

Certain uses of images are necessary for the ordinary running of the School; other uses are in the legitimate interests of the School and its community and unlikely to cause any negative impact on pupils. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

Parents who accept a place for their child at the School are invited to consent to the School using images of their child as set out in this Policy via a consent form and/or by specific consent from time to time if a particular use of the pupil's image is requested. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included accidentally in CCTV or a photograph).

A list of pupils whose parents have not consented to the use of their images is drawn up from the consent forms and consulted by those members of staff who manage the School's website, publications and social media. The list is available to all staff on Shared Staff folders.

We hope parents will feel able to support the School in using pupil images to celebrate the academic, sporting and other achievements of pupils; to promote the work of the School; and for important administrative purposes such as identification and security.

Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Bursar (who is responsible for data protection management in the School) in writing. The School will respect the wishes of parents (and indeed pupils themselves) wherever reasonably possible, and in accordance with this Policy.

Use of pupil images in School publications

Unless the relevant pupil or the pupil's parents have requested otherwise, the School will use images of its pupils to keep the School community updated on the activities of the School, and for marketing and promotional purposes, including:

- On internal displays (including clips of moving images) on digital and conventional notice boards within the School premises
- In communications with the School community (parents, pupils, staff, Governors and alumni) including by email and by post
- On the School's website and, where appropriate, via the School's social media channels. Where pupils' names accompany such images an identifying surname is never used
- In any prospectus issued by the School, and in online, press and other external advertisements for the School. Such external advertising will never include pupils' names and in some circumstances the School will seek the parents' specific consent depending on the nature of the image or the use.

The source of these images will predominantly be the School's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer for marketing and promotional purposes. The School will only use images of pupils in suitable dress and the images will be stored securely and centrally.

Use of pupil images for identification and security

All pupils are photographed on entering the School and, thereafter, at yearly intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group and class and are stored on the School's information management system.

CCTV is in use on School premises, and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the School's Privacy Notice, and CCTV Policy.

Use of pupil images in the media

Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or School activity in which School pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

The media often asks for the names of the relevant pupils to go alongside the images, and these will be provided only where parents have been informed about the media's visit and the parent has consented.

Security of pupil images

Professional photographers and the media are accompanied at all times by a member of staff when on School premises in accordance with the School's Visitors and Visiting Speakers Policy. The School uses only reputable professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the School's instructions.

The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely on School systems, and protected from loss or misuse. The School will take reasonable steps to ensure that members of staff only have access to images of pupils held by the School where it is necessary for them to do so.

All staff are given guidance on this Policy and on the importance of ensuring that images of pupils are made and used responsibly, only for School purposes, and in accordance with the School's policies and the law.

Use of cameras and filming equipment (including mobile phones) by parents

Parents are welcome to take photographs of (and where appropriate film) their own children taking part in School events, subject to the following guidelines, which the School expects all parents to follow.

When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their cameras and filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the School therefore asks that it is not used at indoor events.

Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.

Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be shared or otherwise made accessible to others via the internet (for example on Facebook or Instagram), or published in any other way.

Parents should not take photographs of staff or share or make accessible on the internet (for example on Facebook or Instagram), or publish in any other way photographs which include staff.

Parents are reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. The School will always print a reminder in the programme of events where issues of copyright apply.

Parents may not film or take photographs in changing rooms or backstage during School productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

The School reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally), from any parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.

The School sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

Use of cameras and filming equipment (including mobile phones) by staff

Where staff record School events and activities they must do so using School devices. Images and film should be uploaded to the media drive on the School's server system promptly and deleted from the School equipment. Personal cameras and equipment must never be used.

Use of cameras and filming equipment (including mobile phones) by pupils

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff.

The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.

The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the School's Safeguarding and Child Protection Policy, Anti-Bullying Policy for Pupils, Privacy Notice, Online Safety Policy, Computer Studies and Acceptable Use Policy or any School rules is always taken seriously, and may be the subject of disciplinary procedures.

Linked policies

- Anti-bullying Policy for Pupils
- CCTV Policy
- Computer Studies and Acceptable Use Policy
- Online Safety Policy
- Privacy Notice
- Safeguarding and Child Protection Policy
- Social Media Policy
- Visitors and Visiting Speakers Policy