



TAKING, STORING AND USING IMAGES OF CHILDREN

This policy covers all pupils including the Early Years Foundation Stage (EYFS)

This Policy

This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as 'parents') about how images of pupils are normally used by St David's 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 and pupils themselves, and the media.

It applies in addition to the school's Terms and Conditions, Acceptance Form and any other information the school may provide about a particular use of pupil images, including signage about the use of CCTV etc., and more general information about use of pupils' personal data, e.g. the school's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies.

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 children. 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 indicate their agreement to the school using images of him/her as set out in this policy, via the Using Images of Pupils Consent Form (see Appendix) included in the school's starter pack, and/or 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 incidentally in CCTV or a photograph.

We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils (both academic and other), 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 indicate this on the Using Images of Pupils Consent Form available from the School Office. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

An up-to-date list of all of the children who are not permitted to be included on social media and the School website will be sent out to all staff at the beginning of each academic year and as and when there are any changes to the list. It can also be found on the Staffshare area.

Use of Pupil Images in School Publications

Unless the relevant pupil or his or her parent has 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 noticeboards within the school premises.
- In communications with the school community (parents, pupils, staff and Governors) including by e-mail, on the school staffshare area and by post.

- On the school's website and, where appropriate, via the school's social media channels, e.g. Twitter, Instagram and Facebook. Such images would not normally be accompanied by the pupil's full name without permission.
- In the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names and in some circumstances the school will seek the parent or pupil's 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 used for marketing and promotional purposes, or occasionally pupils. The school will only use images of pupils in suitable dress and the images will be stored securely and centrally.

All staff adhere to the ICT Acceptable Use Agreement and ensure that any images taken of pupils are appropriate and stored and managed safely. (Please also see the Computing, Mobile Device and Cameras Policy)

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 and Form.

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 Privacy Notice and the 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 or carer 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 where parents have been informed about the media's visit and have consented as appropriate.

Security of Pupil Images

Professional photographers and the media are accompanied at all times by a member of staff when on school premises. 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 the school's Policy on Taking, Storing and Using Images of Pupils, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

Use of Cameras and Filming Equipment (including mobile phones) by Parents

Parents, guardians or close family members 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 made accessible to others via the internet (for example on Facebook and WhatsApp), or published in any other way.
- 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 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 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.

Misuse of Cameras and Filming Equipment

The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's other policies (such as Anti-Bullying, Data Protection, E-Safety, Computing and ICT - Acceptable Use Policies for Pupils and Staff, Child Protection and Safeguarding, Positive Behaviour) is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

This policy is to be read in conjunction with the following related policies:

Anti-bullying
 Capability, Disciplinary and Grievance
 CCTV
 Child Protection & Safeguarding
 Computing and ICT - Acceptable Use Policies for Pupils and Staff
 Computing, Mobile Device and Cameras
 Data Protection
 E-Safety
 Positive Behaviour
 Privacy Notice
 Records Management
 Staff Handbook
 Tapestry

Policy reviewed by	C Mardell/M Sherwood	February 2023
Reviewed and approved by	SLT	February 2023
Reviewed and approved by	St David's Sub Committee	March 2023
Next Review (every 2 years)		March 2025

APPENDIX



USING IMAGES OF PUPILS CONSENT FORM

(In accordance with the General Data Protection Regulation (GDPR) 2018)

St David's School uses images of pupils for internal purposes in accordance with the Data Protection Act and the General Data Protection Regulation.

All pupils are professionally photographed on entering the school and thereafter at yearly intervals for the purposes of internal identification. These photographs identify the pupil by name and year group.

Photographing the children is regular practice as we record their progress for their record of achievement, especially in their early years. However, the school also uses images which may be viewed by the general public; these tend to be images which relate to day to day events in school. These images may be displayed on the school website and social media, the school's newsletters, as promotional material for release to the media and/or shown on School Open Events and generally around the school buildings.

In addition to this the school also produces video recordings of pupils e.g. Class Assemblies, Christmas productions, animations produced by pupils in lessons. In order to share these with parents the school posts them on the website. Some of these are posted on the school's private youtube account (not searchable to the public) in order to be streamed in the Parent login area of the website. Other videos are posted in the more general area of the website for prospective parents to view as well.

We are very careful not to have the children's names attached to photographs and videos, and where images of pupils are used, the school abides by the codes outlined by the Government to ensure child safety.

Should children's names appear in text documents (such as newsletters, award lists, and individual achievements) it will be their first name only. We only use the first one or two letters of a surname should there be more than one child with the same first name in that class.

A child's full name and photograph would never be used together, unless individual parental permission was sought on each occasion (e.g. the winning of a national award being reported to the press).

Parents are requested to read and adhere to the guidelines outlined in the Taking, Storing and Using Images of Children Policy which is available on our website.

Conditions of use

- You are entitled to change your level of consent at any time. To do so, please request a new consent form from the School Office.
- In accordance with GDPR, you have the right to request that photos or videos of your child be removed from the school's website or from future printed material.

Please turn overleaf for Permission Slip

USING IMAGES OF CHILD CONSENT FORM

As the child's parents/guardian, we agree that if we take photographs or video recordings of our child/ren which include other pupils, we will:

- Use these for personal and family use only.
- Only put photos of our children taken at school on social media networks if they do not contain recognisable images of other children.

I/we understand that where consent has not been obtained from the other parents for any other use, we would be in breach of the Data Protection Act 2018 if we used our images or recordings for any wider purpose.

Please indicate below if you consent to your child's image being used by St David's School.

Tick ☐ **Yes, I consent to my child's image being used in the manner described above.**

You may withdraw consent at any time in the future, subject to the notice at the bottom of this form. If you object to such uses until further notice, please indicate below. In ensuring we can give effect to your wishes, it will also assist us if you are able to give reasons.

OR:

Tick ☐ **No, I object to all non-essential uses of my child's image without specific consent.**

Please give reasons:

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Please be aware that objecting as above will not necessarily mean that the School will not continue to process images of your child that are either necessary for administration of the School, or where the School requires it and is otherwise lawfully entitled to do so. It may not be possible to change printed publications, such as the school Newsletter or prospectus, or third party publications (for example where we have placed an advert or provided an image to a newspaper).

Please see our Privacy Notice, CCTV Policy and Taking, Storing and Using Images of Children Policy on our website for further details, or enquire with the School Office.

Child's name: Form:

Parent/Carer name:

Signed: Date: