

Taking, Storing and Using Images of Children Policy

1. This Policy

- This applies to all sections of the school including EYFS.
- This guidance is intended to inform pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by Gayhurst School ("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 and pupils themselves, and the media.
- It applies in addition to the school's terms and conditions / 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.

2. 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 they agree to the school using images of him/her as set out in this policy, via the consent form 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, sporting and academic; 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 Michelle Upton (Director of Admissions and Marketing) in writing or fill in the form available from the school website. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

3. 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 notice boards within the school premises;

- in communications with the school community (parents, pupils, staff, Governors) including by email, on the school intranet and by post;
 - on the school's website and, where appropriate, via the school's social media channels, e.g. Twitter and Facebook. Such images would not normally be accompanied by the pupil's full name without permission; and
 - 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.

4. Use of Pupil Images for Identification and Security

- All pupils are photographed on entering the school and, thereafter, at annual intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group. An order form is sent to parents of the annual photographs that are taken. The school receives an electronic copy of the passport-sized photograph of each pupil from the photography company. A copy is then attached to each pupil's personal record on the school's Management Information System (MIS).
- CCTV may be used 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 any other information or policies concerning CCTV which may be published by the school from time to time.

5. 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 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 to be used in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes. Pupils may need to be excluded from the event.
- 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 either parent or pupil has consented as appropriate.

6. 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.

- 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.
- Photographs taken using staff iPads or the School mobile phones, e.g. at fixtures or on trips, must be downloaded to the School photography folder on return to School and immediately deleted from the device.
- 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, or in archive 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.

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

- Parents, guardians or close family members (hereafter, 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 made accessible to others via the internet (for example on Facebook), 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.

8. 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 mobile phones during the school day is not permitted at school nor on trips. Cameras or filming equipment may be involved in trips, however their use is not allowed in toilets, washing or changing areas. Photography or filming equipment must not be used by pupils in a manner that may offend or cause upset including use without the individual's permission. The distribution of images or the placing of them on social media which may bring the school into disrepute will be considered under the behaviour policy.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's, IT Acceptable Use Policy for Pupils, Safeguarding Policy or the School Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

May 2018

CONSENT FORM: PHOTOGRAPHY AND USE OF IMAGES OR RECORDINGS OF CHILDREN

Name of Pupil (Block Capitals) :	
----------------------------------	--

I/ we have read the school’s policy on taking, using and storing of images of children as posted on the School Website, and I/ we agree that:

The school may use our child’s image/recording and name on internal display boards (both digital and conventional) within the school.	Yes / No
The school may use our child’s image and name in material that is sent both electronically & by paper to the school community (parents, pupils, staff, Governors) and in the local press or other publication.	Yes / No
The school may use our child’s image and name in printed material that is sent to prospective parents.	Yes / No
The school may use our child’s image/recording and name on its web site, social media sites and on marketing material.	Yes / No

*delete as appropriate

Please note that if you decline the image may still be used with his/her face pixelated.

This Consent Form is valid for:

The duration of our child’s time at the School	Yes / No
Some shorter time - please specify	
We give permission for our child’s image to be used after our child leaves the school	Yes / No

I/ we understand that the school will always try to contact us in advance when a visit by the media is expected.

I/ we understand that I/we may revoke or amend this consent at any time by giving written notice to the school.

I/ we agree to adhere to the school’s guidelines for the private use of cameras and recording equipment.

(Signature of Parent(s)).....

Print Name..... Date