



## **Longacre School Taking, Storing and Using Images of Pupils Policy**

**This policy includes the Early Years Foundation Stage**

**Policy reviewed: April 2020**

The main legislation in this area is the General Data Protection Regulations (GDPR) and the Education (Independent School Standards) Regulations 2014

### **Introduction**

**The word 'images' is used here to include photographs, digital photographs, webcam, film and video recordings.**

The Governors and staff at Longacre School believe that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

We only use images that the Head and Senior Leadership Team (SLT) consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.

Throughout this policy we aim to respect young people's and parent's rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. This policy takes into account both the General Data Protection Regulations and child protection issues – see Safeguarding Policy and Data Protection Policies.

- 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 Longacre 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 and 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 Notices for Pupils and Parents.
- 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 online form on the Parent Portal (See Appendix A).
- From time to time if a particular use of the pupil's image is requested in an external publication such as a local paper, parents will be approached directly for permission.
- 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 images). We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, 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 their wishes on the online form on the Parent Portal (See Appendix A).; The School will always respect the wishes of parents/carers (and indeed pupils themselves) where reasonably possible, and in accordance with this policy.

## **2. 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 and alumni) including by email, on Engage (Management Information System) 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 (first name and surname) without permission;
  - in the school's marketing materials, and online, press and other external advertisements for the school;
  - The source of these images is predominantly the school's Marketing & Communications Manager for marketing and promotional purposes, or staff/pupils in relation to school events, sports or trips (who are subject to policies and rules in how and when to take such images). The school will only use images of pupils in suitable dress and the images will be stored securely and centrally.

## **3. 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.
- 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, Data Protection Policy and CCTV Policy.

## **4. 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. The school 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 normally asks for the full 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.

## **5. Security of Pupil Images**

- Tapestry is used to record the children's developments and progress in the Pre-Prep to inform parents. Only parents and staff of Longacre School have access to this system.
- 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, and protected from loss or misuse, and in particular 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 the school's policies and the law. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies.

## **6. 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.
  - In particular, 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 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 the DVDs, CDs 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. Copyright of these images rests with the professional company/photographer.

## **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 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 cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Data Protection Policy for Pupils, Parents and Carers, 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.



## USE OF IMAGES OF PUPILS BY THE SCHOOL

Dear Parent,

**NAME OF CHILD:**

**FORM:**

The school makes various uses of images of pupils during their time at school. Some of these are necessary for administration and the safety of pupils. We may use images as part of our school displays and in our school's marketing materials or in other printed publications that we produce. We may also use them on our school website, Facebook page, Instagram and Twitter account.

When using a child's image in the media, on our website, on social media or in school videos we will NOT use a child's full name (first name and surname). Where possible Longacre School will follow the Department for Education guidelines, which recommends that if a pupil is named, their photograph should not be used OR if a pupil is pictured, their name should not be used.

Please indicate if you consent or do not consent for your child's image being used as stated below.

The word 'images' is used here to include photographs, digital photographs, webcam, film and video recordings.

- |  |          |
|--|----------|
| 1. I consent to Longacre School using my child's image in the school prospectus and other printed and electronic publications that the School produces for promotional and marketing purposes. | Yes / No |
| 2. I consent to Longacre School using my child's image on the school website and in the School's social media in the manner described above e.g. Facebook, Twitter etc                         | Yes / No |

**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 magazine 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 for further details.**

Please note: Conditions for use of these photographs are on the back of this form. I have read and understood the conditions of use on the back of this form.

<b>Parent/Guardian One</b> (Name in BLOCK capitals)		
Signature		Date
<b>Parent/Guardian Two</b> (Name in BLOCK capitals)		
Signature		Date

### **Conditions of School Use:**

This form is valid indefinitely from the date you sign it. It is your responsibility to let us know if you want to change or withdraw your agreement at any time.

When using a child's image in the media, on our website, on social media or in school videos we will NOT use a child's full name (first name and surname). Where possible Longacre School will follow the Department for Education guidelines, which recommends that if a pupil is named, their photograph should not be used OR if a pupil is pictured, their name should not be used.

Please note that there may be some exceptions to the above such as the school yearbook and Speech Day programme where a pupil's full name may appear in conjunction with their photograph.

- We may include, if selected, images of pupils' work.
- We may use group or class photographs or footage with very general labels, such as "a Science lesson".
- We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.
- Websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.
- Parents / Carers consent will be recorded on the School's Management Information System and will be retained no longer than is necessary for the purpose the data was obtained for.
- As the child's parents/carers, you agree that if you take photographs or video recordings of your child/ren it must not be allowed to upset the performance or smooth running of the event or affect the health and safety and safeguarding of pupils and others.
- Photographs taken by parents should not be posted to social media sites if they include other pupils. These are only for personal and family use. This would be a breach of the General Data Protection Regulation if images and/or recording are used for any wider purposes.