



# **TAKING, STORING & USING IMAGES OF CHILDREN POLICY**

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May 2018	May 2019	2018.01

**Signed:** Ms Andrea Morley (Chair of Governing Board)

**Next Review:** May 2019 (annual)

## POLICY

This policy should be read in conjunction with the following policies:

- Data Protection Policy
- Privacy Notice for Members of the School Community (Past & Present)
- Privacy Notice for Staff & Governors
- CCTV Policy
- Safeguarding Policy

### 1. 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 Lyonsdown 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 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 agree to the school using images of him/her as set out in this policy, by signing a copy of the 'Use of Images of Pupils by the School, appendix A. 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 indicate on the form as detailed in appendix A. 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

- Consent will be sought from all parents (Appendix A) to enable the school to 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 the school intranet 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 be accompanied by the pupil's full name; 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's 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**

- 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 CCTV Policy.

#### **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 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 either parent or pupil has consented as appropriate.

#### **6. Security of Pupil Images**

- Professional photographers, (other than the schools regular photographer, who is DBS checked) 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.

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

- Parents are not allowed to take images of their children on school premises, with the exception of the summer fete and at other times, for example, at the end of year celebrations, prize giving, or at the end of some school performances with the direct permission of the Head, subject to the following guidelines, which the school expects all parents to follow:
  - 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.
  - 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 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; Anti-Bullying Policy, Data Protection Policy for Pupils, Parents and Carers, eSafety Policy, IT Acceptable Use Policy for Pupils, Safeguarding & Child Protection Policy, or the School Rules, is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant policy as appropriate.

## Appendix A

### LYONSDOWN SCHOOL

#### Use of Images of Pupils by the School

Dear Parent

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, such as CCTV. Media uses, including photos of pupils at work or playing games, may include the School website or as part of a School prospectus or magazine.

Please indicate below if you consent for the time being to your child's image being used in School media, as stated above and in the Schools media channels, such as Twitter and Facebook. Where appropriate (owing to the pupil's age or nature of the use) we will also seek the verbal or written consent of a particular pupil before publishing any image where that pupil is a particular focus of the shot, or identified by name, but not usually when included as part of a larger group or team shot.

**NAME OF CHILD:** \_\_\_\_\_

Tick [ ]

**Yes, I consent to my child's image being used in School media in the manner described.**

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 [optional]: \_\_\_\_\_

\_\_\_\_\_

**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, CCTV Policy and Use of Images of Children Policy for further details, or enquire with the Business Manager**

**NAME OF PARENT:**

**ADDRESS:**

**Signed:** \_\_\_\_\_