



Taking, Storing and Using Images of Children Policy

Including all of the Pre-Prep Department and Early Years Foundation Stage

DJJK

Updated October 2020

Review and Amendment Record

Date	Person Conducting the Review	Changes Made
Feb 2018	PMS	New Policy
May 2018	DJJK	Review
01 Oct 2018	DJJK	Pre-prep addition
01 Oct 2019	Ops Dir	Annual Review
01 Oct 2020	Ops Dir	Annual Review, Updated for use of ZOOM recordings

1. This Policy

- This Policy is intended to provide information to pupils and their parents, carers or guardians (hereafter referred to in this policy as "parents") and members of staff about how images of pupils are normally used by Summer Fields ("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, staff and the media.
- The policy applies to Prep, Pre-prep and EYFS.
- It applies in addition to the school's terms and conditions, 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 Policy).
- From the age of 13 onwards, parents should be aware that the law recognises pupils' own rights to decide how their personal information – including images – is used.
- Any pupil or parent who does not want an image / images to be used as described in this policy should contact the School Office. The school will always respect the wishes of parents and pupils where reasonably possible, and in accordance with this policy.
- In accordance with the GDPR, the following policy outlines areas of legitimate interest for the school to take, store and process images of pupils.

2. Use of Pupil Images in School Publications

- 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 the school Parent Portal and by post;
 - on the school's website and, where appropriate, via the school's social media channels. Such images of current pupils would not normally be accompanied by the pupil's full name without permission;
 - in departmental publications such as printed and online magazines, and
 - in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include a pupil's full names.
- The source of these images is predominantly the school's professional photographer for marketing and promotional purposes, or staff in relation to school and sporting events, or trips.

3. Use of Pupil Images for Identification and Security

- All pupils are photographed for the purposes of internal identification.
- CCTV is in use on school premises, and will sometimes capture images of pupils.

4. Use of Pupil Images for Educational Purposes

- The school makes use of video images in sport, music and drama to help improve a pupil's technique. Examples includes sport practice and drama rehearsals.
- ZOOM video conference recordings will be made for potential pupil assessment, and when teaching pupils as part of the Virtual Learning Environment (VLE). This is for safeguarding purposes.

5. Use of Pupil Images in the Media

- Where practicably possible, the school will always notify parents in advance on the rare occasions when the media is expected to attend an event or school activity in which school pupils are participating; every effort will be made to ensure that any pupil whose parent has refused permission for images of that pupil to be made in these circumstances are not photographed or filmed by the media.
- The media normally asks for the names of the relevant pupils to go alongside the images, and these may be provided only if either parent or pupil has consented as appropriate.

6. Security of Pupil Images

- Professional photographers and the media who have not been DBS checked by the school 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 required to follow the guidance given in this document. They must ensure that images of pupils are made and used responsibly, only for school purposes, and in accordance with the school's policies and the law. All images of pupils may only be stored on school computers or devices.

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.

- Cameras and Filming Equipment (including mobile phones) are not allowed in the Pre-prep building and grounds.
- 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 or any form of social media, 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's Video Production Unit regularly records and broadcasts plays, concerts, school matches and other school events, in which case copies of the video may be made available to parents.

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 the pastoral staff.
- The use of cameras or filming equipment (including on mobile phones) is not allowed by pupils, except:
 - By members of the Video Production Unit when filming school events.
 - Occasionally in lessons under the supervision of teaching staff, for instance with school iPads in an Art, Science or other such lesson.

9. Use of Cameras and Filming Equipment by Staff

- Staff may take appropriate images of pupils for school use (for the purposes defined above) using school equipment or their own equipment. However, if private equipment or devices are used then the images / video should be deleted from that device as soon as is practical.
- All images of pupils must be stored only on the school's networked computers and devices and not on private computers or devices.

10. Suitability of images

- Pupils must be suitably dressed in images.
- There are some circumstances when particular consent should be gained from a pupil for a particular photograph to be used. These include:
 - When the intention is to publish his full name alongside the photograph, for example a news story about an exceptional individual achievement.
 - If the images are to be given to a third party. For example, if Summer Fields collaborates with another school or organisation and they wish to use an image in their publicity which features a boy prominently and identifiably.
 - If the images are to be sold; for example, cast photos for a play.
 - If an image of a pupil is used prominently on a major publicity document (for example, the front cover of the school's prospectus) then it is good practice to gain particular consent.
 - The misuse of cameras or filming equipment in a way that breaches this Policy, or the school's Countering Bullying Policy, Privacy Policy, IT Acceptable Use Policy, or general school rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Circulation for comment and input:

Health and Safety Committee, Headmaster, Deputy Headmaster, Operations Director, Director of Studies, Director of Sport, External Visits Coordinator, Head of Boarding, Designated Safeguarding Lead, Senior Sister.

Publication:

School website and school policy drive