

Introduction

St Faith's celebrates children's achievement and publicises its successes. It frequently makes photographic records of children's work and performances.

The school welcomes parents to concerts, plays and sporting events, as well as to more formal occasions during the school year. The school walls are decorated with examples of pupils' work, and photographs of trips and activities in which pupils have participated. The school's website is updated regularly, and all parents are sent weekly newsletters in term time via email to keep them fully informed about what is going on. Very often photographs of the children's work are available for parents to purchase.

Parents who accept a place for their child at St Faith's are invited to agree to the school using anonymous photographs of their child, and information relating to his or her achievements, for promotional purposes. Material may be published in the prospectus or on the web site, as well as displayed within the school or used more widely for publicity purposes.

We will only use images of our pupils for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional notice boards within the school premises,
- Recording children's work,
- Communications with the school community (parents, pupils, staff, Governors and alumni) via password-protected sections of the school's web site,
- Marketing the school both digitally, in print and when required for the published media (such as Cambridge News).

All pupils are photographed on entering the school and annually thereafter for the purposes of internal identification. These passport-sized photographs identify the pupil by name and registration group. These photographs are securely stored in the password-protected area of the staff database, where access is restricted to academic, pastoral and school office staff. Parents are invited to purchase copies of these photographs if they wish to.

The images that we use for external communications will on the whole identify a team, a house, a club etc or individual's first name only. In exceptional circumstances where individual success is to be celebrated we will only identify an individual pupil with parental consent. We only use images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc. in their proper context. We aim never to use any image that might cause upset to a pupil. Pupils are always properly supervised when professional photographers visit the school. Parents are generally given the opportunity to purchase copies of photographs taken by professionals at sporting events and production photos are available for download on the VLE.

We do not use personal mobile devices or cameras to take photographs or videos of children. Digital images are taken using school equipment (phones and cameras) and in order to support educational aims.

Electronic images are kept securely on the school network, access to which is only available to authorised staff. They are deleted when no longer required but may be kept after a pupil has left the school to illustrate a particular activity or event and to contribute to the school's archive.

We regularly check and update our website and expired material is archived. We follow BECTA guidance on e-safety.

At large school events, such as concerts and Drama productions, we will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are not included in individual or group photographs.

All new teaching and office staff are given guidance on the school's policy on taking, using and storing images of children.

Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. 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 recording devices considerately, so as not to distract or obstruct the view of others. Flash photography disturbs others in the audience, can cause distress for those with medical conditions and distract performers. We therefore ask that it is not used at indoor events.

Parents must recognise that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We alert parents to the importance of not infringing copyright at performances where this is an issue.

Nigel Helliwell
Headmaster