

Taking, Storing and Using Images of Children Policy

Introduction

This Policy is intended to provide information to pupils and their parents about how images of pupils are normally used by St Faith's. 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 and the media.

This policy supplements information provided in the School's Parent Contract and any other information the School may provide about use of pupil images as well as more general information about use of pupils' personal data e.g. the School's Data Protection Policy. Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies.

We hope parents will be supportive in our use of pupil images.

General Information

Parents who accept a place for their child are invited to agree to the School using images of him/her as set out in this policy, by signing the attached Consent Form.

Parents should be aware 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. Certain uses of images are also necessary for the 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. Parental consent may be requested if the use of a particular pupil's image is not considered to be for the legitimate business interests of the School.

Any parent who wishes to limit the use of images of their child should make this clear on the Consent Form. The School will always respect the wishes of parents wherever reasonably possible, and in accordance with this policy. Parents should note that in some instances it may not be possible to remove an image of a child from already printed or published media.

Use of Pupil Images

Unless requested otherwise, the School will use images of its pupils when recording pupils work, keeping the school community updated on the activities of the school (e.g. trips/events) and for marketing and promotional purposes. Uses of images include:

- Displays of pupils' work in classrooms and around the School
- Communications with the School community (parents, pupils, staff, Governors and alumni) by email, post, the Schools intranet (Virtual Learning Environment), newsletter and social media channels; e.g. Twitter, Instagram and Facebook. These images will rarely be accompanied by the pupils' full names and only if parents have given permission;
- Marketing the School, digitally and in print. The School's prospectus and external advertisements for the School; such external advertising would not normally include pupils' names and in some circumstances we would seek the consent of a parent, depending on the nature of the image and/or its use.
- Videos taken at sporting events

The source of these images will be, predominantly, 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.

The School will only use images of pupils in suitable dress and the images will be stored securely and centrally, only on school devices.

Use of Images for Identification and Security

All pupils are photographed on entering the School and, thereafter, at yearly intervals, for the purposes of internal identification.

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 Data Protection Policy, Parents and Pupils Privacy Notice, and the School's CCTV Policy.

Use of Images in the Media

Where practicably possible, the School will notify parents in advance when the media is expected to attend an event or school activity in which school pupils are participating. We will also make every reasonable effort to ensure that pupils whose parents have not provided consent, are not photographed or filmed by the media, nor such images provided for media purposes.

The media often asks for the names of pupils to go alongside images; these will be only be provided where parents have been informed about the media's visit and consented as appropriate.

Security and Safeguarding

The school takes appropriate technical and organisational security measures to ensure that images of pupils are kept securely on our systems and protected from loss or misuse. We do not use personal mobile devices or cameras to take photographs or videos of children. Digital images are only taken using school equipment (phones, iPads, GoPros 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.

All new teaching and office staff are given guidance on the on the taking, using and storing images of children. The importance of ensuring that images of pupils are taken and used responsibly, only for school purposes, and in accordance with the School's policies and the law is made clear to all staff.

Use of Cameras and Filming Equipment by Parents

Parents (and family members) are welcome to take photographs of (and where appropriate, film) their own children taking part in school events, subject to the following guidelines.

- 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 pupils' 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 may not film or take photographs in changing rooms or backstage during productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

The School reserves the right to refuse permission to film or take photographs (at a specific event or more generally), to 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 of the DVDs and CDs 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 issues may prevent the School from filming or recording of some plays and concerts. The School will print a reminder in the programme of events where issues of copyright apply.

Use of Cameras and Filming Equipment by Pupils

All pupils are encouraged to look after each other and report any concerns about the misuse of technology to a member of staff. Cameras or filming equipment must not be used by pupils in any manner that may offend or cause upset. Use of cameras and video equipment in toilets, washing or changing areas is strictly prohibited. The misuse of images, cameras or filming equipment in a way that breaches this policy, or any associated policies (such as Anti-Bullying, Data Protection, E Safety, Network and Internet Acceptable Use and Safeguarding) is taken seriously, and may lead to disciplinary sanctions.

Comments

If you have any comments or queries in relation to this policy, please contact the School's Data Compliance Officer using the following contact details:

Email: GDPR@stfaiths.co.uk

Telephone: 01223 229443

Address: St Faith's School, Trumpington Road, Cambridge CB2 8AG

RELATED POLICIES

St Faith's adopts the following policies that relate to this policy:

- CCTV Policy
- Network and Internet Acceptable Use Policy
- Data Retention Policy
- Remote Working Policy
- Recruitment and Selection Policy
- Safeguarding Policy
- Anti-Bullying Policy
- eSafety Policy
- Respective Privacy Notices
- Social Media Policy