

## H7 Taking, Storing and Using Images of Children Policy

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### Aims

This Policy is intended to provide information to students and their parents, carers or guardians (referred to in this policy as "parents") about how images of students are normally used by The Purcell 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 students themselves, and the media.

It applies in addition to the school's terms and conditions, and any other information the school may provide about a particular use of student images, including e.g. signage about the use of CCTV; and more general information about use of students' personal data, e.g. the school's Data Protection Policy.

Parents who accept a place for their child at the school are invited to agree to the school using images of their child as set out in this policy by completing the return slip at the end of this policy. We hope parents will feel able to support the school in using student images to celebrate the achievements of students, promote the work of the school, and for important administrative purposes such as identification and security.

If a parent wishes to change the arrangements as outlined in this policy at any point during their child's time at the School they should notify the School Office.

However, any parent who wishes to limit the use of images of a student for whom they are responsible should ensure they make this clear on the reply slip. The School will always respect the wishes of parents / carers (and indeed students themselves) where reasonably possible, and in accordance with this policy.

## **Use of Student Images in School Publications**

Unless the relevant student or their parent has requested otherwise, the school will use images / videos / recordings of its students 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, students, 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, Facebook and YouTube;
- in the school's prospectus, and in online, press and other external advertisements for the school.

The source of these images / videos / recordings is predominantly the school's professional photographer / filming company for marketing and promotional purposes and staff in relation to school events, concerts or trips.

From time to time the school films concerts and the DVD recordings are available for purchase to parents and students; from time to time, the school live-streams musical events and records these live-streams to its YouTube channel.

The school will only use images of students in suitable dress.

All images will be taken using school equipment only; no member of staff is allowed to take / store images of students on personal devices.

## **Use of Student Images for Identification and Security**

All students are photographed on entering the school and, thereafter, at two-yearly intervals, for the purposes of internal identification. These photographs identify the student by name, year group, house and form / tutor group.

Each student will wear a day/boarding coloured lanyard, with the door access card displaying their photograph and name.

CCTV is in use on school premises and will sometimes capture images of students. Images captured on the School's CCTV system are used in accordance with the school's Data Protection Policy / CCTV and any other information or policies concerning CCTV which may be published by the school from time to time.

## **Use of Student 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 students are participating, and will

make every effort to ensure that any student whose parent or carer has refused permission for images of that student to be made in these circumstances is not photographed or filmed by the media.

The media normally asks for the names of the relevant students to go alongside the images, and these will only be provided where parents have been informed about the media's visit and no objection from the parents has been received.

### **Security of Student Images**

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 filming companies and makes every effort to ensure that any images of students 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 students 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 students 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 Students, and on the importance of ensuring that images of students are made and used responsibly, only for school purposes, and in accordance with the school's policies and the law.

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

We politely request that no recording or photographic equipment is used in the concert venues (or at any other school event): it can be disruptive to performers and audience and is not permitted for copyright and child protection reasons. If, in exceptional circumstances, parents would like to record their child's performance, written permission from the Principal should be sought well in advance.

### **Use of Cameras and Filming Equipment by Students**

In accordance with the School rules, students may only record other students with their express permission.

<b><i>Policy author/reviewer:</i></b>	<b><i>Policy date/reviewer date:</i></b>	<b><i>Next review due:</i></b>
T.Burns	September 2022	September 2023