

## **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.

We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils; to promote the work of the school; and for important administrative purposes such as identification and security.

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

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. X (formally 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**

This applies to internal events only. External events are guided by the venues own policies and practice however all bullet points within this section should be adhered to regardless of venue / location.

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 activities at the discretion of the member of staff responsible for the event taking place.

Where parents are given permission to photograph their children it will be subject to the following guidelines, which the School expects all parents to follow:

- Parents are asked not to take photographs of other students, except incidentally as part of a group shot, without the prior agreement of that student'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.
- When an event is held indoors, parents should be mindful of the need to use their cameras and recording devices with consideration and courtesy for the comfort of others. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; we therefore ask that it is not used at indoor events.
- 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
- 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 will often record concerts or events professionally (or engage a professional photographer or film company to do so), in which case the School will only film pupils for whom there is permission, or it will seek specific parental permission for a particular occasion.

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

In accordance with the School rules, students may only record other students with their express permission. Video, audio and photographic recording must never take place without the consent of the student . Consent must be explicit, not implied.

The use of cameras or filming equipment (including on mobile phones) is prohibited in areas which may be deemed to be sensitive, for example toilets, washing or changing areas.

All students are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member staff.

| <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                 |
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