



Taking, Storing and Using Images of Children Policy

Introduction

The images of pupils in schools are subject to the Data Protection Act 2018 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families.

The school is committed to its obligations under the Data Protection Act 2018 and will ensure compliance when processing and retaining personal data.

As well as these statutory rights, restrictions on photography arise from issues of child protection and copyright on performances. The term photograph covers any form of visual imaging, whether on film or in digital format. 'In school' is whenever and wherever pupils are the responsibility of the school.

This policy is intended to provide information to pupils and their parents about how images of pupils are normally used by Avon House. 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 pupils themselves, and the media. We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the school; and for important administrative purposes such as identification, safety and security. We are also aware that parents and pupils really enjoy being able to see their images and would like to give this opportunity to all our families.

Aims

- To protect the right of parents to consent to their child/children being photographed for particular purposes at school.
- To emphasise the school's protective ethos towards pupils in respect of potential inappropriate use of visual images of children.
- To avoid children being distracted by photographic activity during events.
- To enable all visitors at school productions to enjoy the event without the distraction of others taking photographs or videos near them
- To allow personal family photography where possible

Child Protection

Risk occurs when individual pupils can be identified by their names alongside photographs. We will not provide full names for any purpose unless special parental consent has been received. Also as the content of a photograph can be used or adapted for inappropriate use, only images of children in suitable dress will be taken. Photographs will not be taken of children when they are vulnerable - upset, hurt or in a state of undress. Should the school learn about any inappropriateness of image use involving our pupils, we will immediately act and report it as we would for any other child protection issue.

Use of Pupil Images for Identification, Safety and Security

All pupils are photographed on entering the school and, thereafter, annually, for the purposes of internal identification. These photographs identify the pupil by name, year group, class and house.

Safety and Security

Should CCTV be used on school premises it will sometimes capture images of children. Images captured on the school's CCTV system are used in accordance with school policy.

School Photographer and Security of Pupil Images

A photography company visits the school regularly to take individual, class/team and whole school photographs. Parents are given contact details of the company used. The photographs can be purchased by parents and are used internally to identify pupils.

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. The photographer retains the copyright and the school 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 on school systems, and protected from loss or misuse. Images taken on class cameras or other portable devices should not be stored on the device but uploaded to a secure location as soon as is practicable, but by the end of each week at the latest. All school devices are liable to spot checks to ensure compliance with this policy. At no time should any device be taken off site if previously taken images have not been deleted.

The school 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 given guidance on this policy and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

Parental Consent

All parents are asked to give their consent for photography of their child by completing a permission slip at the start of the school year. A register is kept of children who must not be included in team photographs, videos of plays, records of class trips or any other photographic imagery moving or still. In such cases it may be necessary to withdraw the child from all or part of an activity in which he or she might be photographed. All reasonable measures will be taken to ensure that no child on the register is photographed or videoed by a visitor to the school or while on an educational visit outside school. The exception to this may be photographs taken by parents at events such as school plays.

Use of Pupil 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 activity in which pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed

by the media, nor such images provided for media purposes. The media often asks for the names of the relevant pupils to go alongside the images, the school will only give first names and these will be provided where parents have been informed about the media's visit and the parent has consented as appropriate.

Images for School Publications

The school will only take and use images that are appropriate and are considered to not be open to misuse. If an image of a child is used, the child's full name will not be published. Children and parents should be encouraged to recognise the value of group photographs or recordings of school events. The school recognises that images must not be used to cause distress, upset or embarrassment. The school will use photographs that represent the diversity of the children participating. Images of children from the school will not be used to illustrate controversial subjects. Unless the relevant parent or carer has requested otherwise, 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 the school's website and, where appropriate, via the school's social media channels, e.g. Twitter and Facebook. Such images would not normally be accompanied by the pupil's full name without permission. Where pupils are easily identifiable, such as in close up photographs of individuals, consent will be sought for use on the school's social media channels
- In the school prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names and where appropriate, for example where individuals are readily identifiable, the school will seek the parent's specific consent to use the images
- 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 and Governors) including by email, on the school intranet and by post

The source of these images will predominantly be the school's staff, or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The school will only use images of pupils in suitable dress and the images will be stored securely and centrally.

Images Taken by Parents/Legal Guardians, Family Members at School Events

Photography in schools traditionally forms an endearing part of each family's record of their child's progress and a celebration of success and achievement as well as being an established social practice. Where practicable, arrangements should allow photographs to be taken by parents and legal guardians attending school sports, concerts and similar events. However, photography must not be allowed to upset the performance or smooth running of the event or affect the health and safety of pupils and others. We may ask parents and others to refrain from photography at events where we appoint an official photographer and make arrangements to supply copies of pictures/DVDs to parents.

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, directly or indirectly, identify other pupils should not be made accessible to others via the internet (for example on Facebook, Twitter), 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.

Parents may not film or take photographs in changing rooms or backstage during school events, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

Images taken by Outside Agencies

Pupils at Avon House take part in many events that are organised by other schools and outside agencies. These events often use social media to convey news or progress of the event. (These can include Facebook and Twitter.) Attendees will on occasion retweet or post news which is beyond our control.

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 senior staff.

The misuse of images, cameras or filming equipment in a way that breaches this policy, or any other school policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Images for the School Website or Social Media Feeds

School websites are part of the internet and are more easily accessible than paper based school publications. The school will make sure that only appropriate images are used. Image filenames will avoid using children's names. The storage of electronic images will be regularly reviewed by a senior member of staff. Photographs of children are used minimally on our website. Parents have a right to have any photo of their child removed from the website.

The school operates Twitter and Facebook social media feeds as a way to communicate news to the school community and as a tool for marketing. The school will not post the whereabouts of pupils before an event or visit takes place but will report retrospectively. Live news will only be conveyed if the children are on the school site or in a secure place. For residential excursions Instagram is used to keep parents informed of the day's events. This is set up in a private group and not in the public domain.

The misuse of images, cameras or filming equipment in a way that breaches this policy, or any other school policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

This policy will be reviewed annually by a Senior Leader and the School Governors.

May 2017 AC

Reviewed September 2018 AC/NB

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