



TAKING, STORING AND USING IMAGES OF CHILDREN

1. This Policy

This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by the Kirkstone House 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 pupils 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 pupil images, and more general information about use of pupils' personal data, e.g. the School's Privacy Notices. Use of mobile technology including phones and cameras in a safeguarding context are dealt with in the School's *Safeguarding and Child Protection Policy* which is available in the policy area of the School's website.

2. General points to be aware of

Certain uses of images are necessary for the ordinary 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.

Parents who accept a place for their child at the School will be asked to sign a consent form to indicate that they agree to the School using images of their child as set out in this policy. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable, for example in the recording of performance in practical examination work.

The School hopes parents will feel able to support it in using pupil images to celebrate the achievements of pupils, extra-curricular and academic; to promote the work of the School; and for important administrative purposes such as identification and security.

Any parent who wishes to limit the use of images of a pupil for whom they are responsible should indicate this on the consent form when they receive it. Any further queries should be communicated to the Director of Admissions. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

Situations may arise where the pupil and their parents disagree about the use of a photograph:

- if a pupil objects to the use of their photograph/video it should not be published even if their parents have consented. Parents should be informed of the pupil's decision;
- if a pupil in Year 7 - 11 consents to the publication but their parents object, the photograph/video should not be published. Even though the pupil is old enough to exercise their own data protection rights, not adhering to the parents' view could lead to reputational damage.

The Admissions Officer should be consulted if staff have any doubts or questions about whether a pupil's images can be used.

3. Taking photographs and videos

Staff must not take photographs or videos (including live streaming) of pupils which:

- might cause embarrassment or distress;
- are associated with distressing or sensitive issues;
- are taken during one-to-one situations without good reason e.g. photos taken by marketing staff or sports department staff to publicise an individual pupil's particular achievement; or
- are unnecessarily intrusive.

The School's *Code of Conduct* contains further guidance on the taking of photographs and videos of pupils.

Staff must not send or show photographs or videos of pupils to third parties, such as publishers and web designers, unless this has been authorised by the Director of Communications.

4. Devices

Where possible, staff should only use School owned devices or cameras to take photographs or videos of pupils.

Where a School owned device or camera is not available, staff may still wish to take images of children using their personal cameras or other portable devices, for instance on school trips, at school plays and concerts or at sporting activities. The following rules apply:

- Those images must be transferred to the School's computer network as soon as is reasonably practicable;
- Following transfer, images must be removed from the personal camera or other portable device;
- Unless agreed in advance with the Headteacher, staff may not upload images onto personal computers or other electronic devices;
- Images must not be uploaded to personal social networking sites.

Staff must comply with the *Acceptable Use of ICT Policy for Staff* at all times.

The School has carried out a Data Privacy Impact Assessment on Staff using their personal devices to take photographs or videos of children.

5. Use of Pupil Images in School Publications

Unless the relevant pupil or his or her parent 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 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) including by email, on the School's internal online systems, and by post;
- on the School's website and, where appropriate, via the School's social media channels, e.g. Facebook. Such images would not be accompanied by the pupil's full name for pupils in Lower school
- on the School's website, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupils' names.

The source of these images will predominantly be 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, or occasionally pupils. The School will only use images of pupils in suitable dress.

6. 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 school 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, and these will be provided where parents have been informed about the media's visit and the pupil (and the parent for pupils in Year 8 or below) has consented.

7. Security of Pupil Images

The media are accompanied at all times by a member of staff when on school premises. All professional photographers will be accompanied if they have not been through the full DBS process, undertaken by the School. The School uses only reputable professional photographers and 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 and protected from loss or misuse. 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 the School's policies and the law.

All staff who have access to directly publishing images onto social media via an official school account are given appropriate training by a member of the School's communications team.

8. Use of Cameras and Filming Equipment (including mobile phones) by Parents

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

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 sometimes records plays and concerts professionally (or engages 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. It may be possible to blur the identity of pupils who appear in a production without filming consent.

9. Use of Cameras and Filming Equipment by Pupils

Please see the *Acceptable Use of ICT Policy for Pupils* regarding the taking and use of photographs and images 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 teaching staff.

The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.

The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the School's *Anti-Bullying Policy*, *Data Protection Policy*, *Online Safety Policy*, *Acceptable Use of ICT Policy for Pupils*, *Safeguarding and Child Protection Policy* or the School Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

10. Record Keeping

The information created in connection with this policy may contain personal data. The School's use of this personal data will be in accordance with data protection law. The School has published privacy notices on its website which explain how the School will use personal data.

11. Version Control

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Policy Owner:	Headteacher
Authorised by:	Mr E G Wyman, Proprietor
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