

Taking, Storing and Using Images of Pupils Policy

Authorised by	resolution of the Board of Governors
Date	Spring 2018 - (Version 1-0-0)
Reviewed	

This Policy

At St Gabriel's, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

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 school. It also covers the school's approach to the use of cameras and filming equipment at school events and on school premises by both the media and parents and pupils themselves.

It applies in addition to the terms and conditions of the school's parent contract, and any other information the school may provide about a particular use of pupil images, including our Privacy Notice, ICT Acceptable Use policy, Bring Your Own Device Policy and the CCTV Policy.

Information about Images

Certain uses of images are necessary for the day to day operation of the school; other uses are in the legitimate interests of the school and its community and care is taken not 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.

- We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils in areas such as sport, performing arts, community service and academic success; to promote the work of the school; and for important administrative purposes such as identification and security. Our Privacy Notice gives details of the lawful basis for processing pupil images and the terms and conditions of our Parental Contract also refer to this expectation.
- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact data@stgabriels.co.uk. 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.

Use of Pupil Images in School Publications

Unless the relevant pupil or their parent has requested otherwise, the school will use images (including clips of moving 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 and digital and conventional notice boards within the school premises;
- in communications with the school community (parents, pupils, staff, Governors and alumnae) including by email, or by post;
- on the school's website and, where appropriate, via the school's social media channels, e.g. Twitter, Instagram and Facebook. Such images would not normally be accompanied by the pupil's full name without permission; and
- in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include the pupil's name and in some circumstances, the school will seek the parent or pupil's specific consent, depending on the nature of the image or the use.

Including Sandleford, our Early Years Foundation Stage provision

The source of these images will predominantly be from members of staff (who are subject to rules about how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils.

Use of Pupil Images for Identification and Security

All pupils are photographed on entering the school and, thereafter, at yearly intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, House and form/tutor group.

CCTV is in use on school premises, and will sometimes capture images of pupils. Images captured on the CCTV system are used in accordance with the Privacy Notice and the CCTV Policy.

Use of Pupil Images in the Media

Where practicably possible, the school will notify pupils or parents (as appropriate to the age of the pupil) in advance when the media is expected to attend an event or activity in which pupils are participating, and we will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil to be made in these circumstances, are not photographed or filmed by the media, nor such images provided for media purposes.

The media sometimes asks for the names of pupils to go alongside images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

Security of Pupil 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 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. Members of staff will only take pictures of pupils on school devices and they will ensure that pupils are dressed appropriately and engaged in appropriate activities. 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 the school's policy on Taking, Storing and Using Images of Pupils, 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.

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 events, subject to the following guidelines, which the school expects all parents to follow:

- 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. 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 without permission.
- 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.

Including Sandleford, our Early Years Foundation Stage provision

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 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 (other than for use in school promotional communications.)

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 staff.

The use of cameras or filming equipment (including on mobile devices) by pupils without permission or supervision by a member of staff is not allowed. Any photography or filming equipment should not 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, ICT Acceptable Use Policy (including Messaging Systems Acceptable Use), or Child Protection (Safeguarding) Policy & Safeguarding Guidance is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Date	Change History
March 2018	Policy drafted