

## **Policy on Managing Images of Children**

## 1 Introduction

1.1 **Scope:** This policy is addressed to all members of staff and is available to parents and pupils on request. The policy relates to the taking, using and storing of images of children:

- on School premises
- in connection with School activities
- for other legitimate purposes of the School.

It covers the activities of staff, pupils, parents, and visitors to the School.

1.2 In addition, the School has an acceptable use policy which covers the use of electronic and digital equipment including mobile phones. The School's anti-bullying policy also applies.

1.3 **Images:** this expression in relation to pupils includes:

- photographs and digital photographs
- video or film clips
- still and moving images captured by mobile phones with a camera facility.

1.4 **Taking images:** this expression includes, unless otherwise stated, making, editing, using, exhibiting and storing images of pupils.

## 2 Aims

2.1 The aims of this policy are:

- 2.1.1 to promote safety, welfare and respect for others;
- 2.1.2 to ensure a sensible balance between privacy, creative self-expression and routine collating of information;
- 2.1.3 to comply with the law and good practice without adhering to unnecessary bureaucratic procedures.

## 3 Privacy

3.1 No person is authorised to take images of children that:

- might cause embarrassment or distress
- are associated with distressing or sensitive issues
- are unnecessarily intrusive.

If there is any doubt about these matters, the person wishing to take the image must obtain the written consent of the child's parent(s) and, where the child is of sufficient maturity and understanding, the written consent of the child.

- 3.2 Filming and photography by television or newspaper journalists will take place only with the consent of the Head and under appropriate supervision. When images are taken for publication by television or newspaper journalists, children will only be named if there is a particular reason to do so (for example if they have won a prize) and home addresses will not be given out. If it is expected that the press will be attending school events, this will be notified to parents in advance.

#### **4 Promotional material**

- 4.1 It is a term of the contract for educational services which exists between the School and the parents of a pupil, that photographs of the pupil may be taken and used by the School in accordance with normal custom and practice. Such custom and practice will include:

- set piece photographs of the School, house or team
- performance cast
- snapshots of School activities.

- 4.2 It has also been custom and practice for independent schools to use images of their pupils for marketing purposes, such as in prospectuses and promotional videos or displays on its website or on social media.

- 4.3 The School's terms and conditions specify that parents who do not want their child's photograph or image to appear in any of the School's promotional material must make sure that their child knows this and must write immediately to the Head, requesting an acknowledgement of their letter.

#### **5 Taking of images by parents and friends**

- 5.1 Parents and friends often wish to take images of their children at school plays and concerts or sporting activities. Courtesy and good manners require that the following rules are respected:
- visitors must use their cameras with consideration and confine their photography to the relevant event
  - if visitors ask whether they can take photographs, they should be reminded that whilst it is permissible under the Data Protection Act 1998 to take photographs for personal use, publication of such images (including on personal social networking sites even where access to the image may be limited) may be unlawful
  - where a play, concert or other event is subject to copyright and performing rights restrictions, visitors will not be permitted to take images, photographs or video film.

#### **6 Seeking consent**

- 6.1 Although consent of parent(s) or pupils is not always a legal requirement, the School will seek express prior written consent from the parents, or from the pupil if he / she is of sufficient maturity and understanding:
- for use of portrait style images of pupils
  - for use of pupils' images by or with commercial sponsors

- where a pupil wishes to use images of other pupils as part of school work
- where the School might receive a payment or other tangible benefit for allowing the use of a photograph, for example, providing a photograph to the media where the pupil has subsequently become a celebrity.

6.2 Where consent is required as above, the School will obtain such consent from at least one parent and from the pupil where the pupil is of sufficient maturity and understanding to provide consent. Pupils aged 12 and above will normally be considered to be capable of giving or withholding consent.

## **7 Photographs as part of pupil records**

7.1 All pupils are required to supply a passport-style photograph at the beginning of each academic year which forms part of the pupil's personal record. These images are subject to the Data Protection Act 1998 and will therefore:

- be stored securely
- not be used for any other purpose without the consent of the pupil or his or her parent(s)
- not be shown, copied or given to any unauthorised person.

## **8 Use of cameras and mobile electronic devices with camera facility**

8.1 They may only use cameras with the express permission of the member of staff in charge and with the permission of those appearing in the image.

8.2 Pupils may only take images with phones or cameras with the express permission of all those appearing in the image. All pupils must allow staff access to images stored on mobile electronic devices and / or cameras and must delete images if requested to do so. See also the School's policy on searching and confiscation in the School's behaviour and discipline policy.

8.3 Using photographic material of any kind to bully, harass or intimidate others will not be tolerated and will constitute a serious breach of discipline. Appropriate action will be taken in accordance with the School's anti-bullying and behaviour and discipline policies.

## **9 Child protection**

9.1 When publishing images of children in school documents or on the website, care will be taken to minimise the risk of such images being modified to create inappropriate or indecent images. The Designated Officer for Child Protection can give specific advice as requested.

9.2 Staff will be mindful of child protection issues and will raise concerns with the Designated Officer for Child Protection if they become aware of anyone:

- taking an unusually large number of images
- taking images in inappropriate settings such as cloakrooms, toilets or changing areas

- taking images of children who are apparently unaware that they are being photographed or filmed.