South Farnham Educational Trust

The Continual Pursuit of Excellence

Taking, Storing and Using Images of Children Policy

REVIEW DATE:	SPRING 2024
NEXT REVIEWDATE:	AUTUMN 2026

1. Policy Purpose and Scope

1.1. 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 (Reference to school includes all schools within the Trust and the TSH & SCITT) . 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, the media and other schools.

1.2. 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, including, for example, signage about the use of CCTV; and more general information about use of pupils' personal data.

1.3. Parents who accept a place for their child at the School are invited to agree to the school using images of the child as set out in this policy, by signing a copy of the attached Parental Consent Form in the Appendix. We hope parents and pupils will feel able to support the school in using pupil images to celebrate the achievements of pupils, promote the work of the school, and for important administrative purposes such as identification and security.

1.4. Any parent or pupil who wishes to limit the use of images of a pupil for whom they are responsible should contact the Headteacher in writing. The school will always respect the wishes of parents/carers/pupils where reasonably possible, and in accordance with this policy.

1.5. Certain uses of images are necessary for the ordinary running of the school and its community. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objection raised.

1.6. 'Images' within this policy refers to photographs and videos (including audio).

2. Use of Pupil Images in School Publications

2.1. Unless the relevant pupil or his/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:

a) on internal displays (including clips of moving images) on digital and conventional notice boards in classrooms, communal areas, public areas and within the school premises;

b) in communications with the school community (parents, pupils, staff, governors and alumni) including by email and by post and to include the school newsletter and any other curricular newsletters;

c) on the school's website; to include the school newsletter and photographs of any school productions and other school activities;

d) photographs of any school production which may be provided to parents and may appear on the school website;

e) via any social media channels the school may have, e.g. Twitter and Facebook;

f) in any press and other external advertisements for the school. Such external advertising would not normally include pupils' names, except where express permission has been sought. This to include publicity photographs, e.g. local area newspapers 'starting school' photographs;

g) image to appear in other children's learning journeys, e.g. Tapestry.

2.2. The source of these images is predominantly the school's professional photographer for marketing and promotional purposes, or staff in relation to school events, sports or trips. The school will only use images of pupils in suitable dress.

2.3 The School can only provide control of the School media accounts and cannot guarantee, nor control any re-publication, sharing or household or personal use that follows the publication on social media.

3. UseofPupil Images for Identification and Security

3.1. Allpupils are photographed on entering the school and thereafter at various intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group and registration group.

3.2. CCTV is in use on school premises, and will sometimes capture images of pupils. Images captured on the school's CCTV system are used in accordance with the General Data Protection Regulation 2018, the school's Data Protection Policy, and any other information or policies concerning CCTV which may be published by the school from time to time.

4. Use of Pupil Images in the Media

4.1. When we are aware that pupil images are likely to be used in the media we make best efforts to ensure that pupils and parents are informed that this is the case.

5. Use of Pupil Images by other schools

5.1. From time to time pupil images may be used by other local schools in their prospectus, newsletters (or similar) or on their website; or by a competitor school following a sports fixture.

6. Security of Pupil Images

6.1. Professional photographers and the media are expected to be accompanied at all times by a member of staff when on the school premises.

6.2. 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, and in particular 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.

6.3. All staff are given guidance 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.

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

7.1. 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:

a) Parents are reminded that it may occasionally be necessary for the school not to permit the use of cameras or filming equipment at specific events or productions.

b) 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.

c) In particular, 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.

d) 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.

e) Parents are reminded that such images are for personal use only. Images which may identify other pupils should not be made accessible to others via the internet (for example on Facebook), or published in any other way.

f) Parents are reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts.

g) Parents may not film or take photographs in swimming pool areas, changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

7.2. 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.

7.3. The school sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies of the DVDs and CDs may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be notified if it is intended to make such recordings available more widely. Parents may not film or take photographs during these events.

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

8.1. 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.

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

8.3. The misuse of cameras or filming equipment in a way that breaches this Policy, or the school's anti-bullying policy, data protection policies, ICT policies, or the school rules is always taken seriously, and may be the subject of disciplinary procedures.

Appendix 1 : Consent Form

Taking, Storing and Using Images of Children Policy

PARENTAL CONSENT FORM – SOUTHFARNHAM EDUCATIONAL TRUST

Name of pupil (Block Capitals) :	

We* have read the school's Taking, Storing and Using Images of Children Policy and agree that images of the pupil named above may be used as set out in the Policy (and future amendments thereof as published on the school website) for the duration of their time at the school and in any subsequent school publications (hard copy or electronic) after they have left.

We understand that if we wish to limit the use of those images now, or in the future, we should contact the headteacher in writing, as set out in the Policy.

We also agree to follow the guidelines set out in part 7 and part 8 of the Policy relating to our own use of cameras and recording equipment to photograph or film images of pupils; and will ensure that anyone attending on our behalf, or in our company, does the same.

What		Where	Yes	No
Use of Pupil Images in School Publications **Unless the relevant pupil or his/her parent/carer/guardian has requested otherwise, the school will use images and/or first names only, of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:** Please indicate yes or no to each question.	a)	on internal displays (including clips or moving images) on digital and conventional notice boards in classrooms, communal & Public areas and within the school premises;		
	b)	in communications with the school community (parents, pupils, staff, governors and alumni) including by email and by post and to include the school newsletter and any other curricular newsletters;		
	c)	on the school's website; to include the school newsletter and photographs of any school productions and other school activities;		
	d)	photographs of any school production which may be provided to parents and may appear on the school website;		
	e)	via any social media channels the school may have, e.g. Twitter and Facebook;		
	f)	in any press and other external advertisements for the school. Such external advertising would not normally included pupils' names, except where express permission has been sought. This to include publicity photographs, e.g. local area newspapers 'starting school' photographs; image to appear in other children's learning journeys, e.g. Tapestry.		
	g)			

To comply with the Data Protection bill 2018, we need your permission to photograph or make any recording of your child.

Parent Signature*…… Date……

*** NB a person with parental responsibility should sign this form on behalf of all those with parental responsibility for the pupil.**