



PHOTOGRAPHIC IMAGES POLICY

SCOPE

This policy applies to Quinton Hall School – the John Lyon Prep School. All references to 'the School' refer to the Prep school except where otherwise specified.

Introduction

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 Quinton Hall 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.

Parents who accept a place for their child at the school are invited to agree to the school using images of him/her as set out in this policy, by signing a copy of the consent form below. We hope parents 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.

However, any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Admissions' Secretary, Mrs Aleksin-Shah, in writing. The School will always respect the wishes of parents/carers (and indeed pupils themselves) where reasonably possible, and in accordance with this policy.

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, Governors and alumni) including by email and by post;
- 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; and
- in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names.

The source of these images are professional photographers for marketing and promotional purposes, or staff/pupils in relation to school events, sports or trips. The school will only use images of pupils in suitable dress.

Use of Pupil Images for Identification and Security

All pupils are photographed on entering the school and, thereafter, at annual intervals, for the purposes of internal identification. These photographs are stored on iSAMS, the school database system.

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 school's Data Protection Policy.

Retention and Security of Images

Within the School we store confidential student and staff information, including photographic images under the following guidelines:

- Staff should use School equipment in all usual circumstances to take photographic images or film of pupils.
- Where staff have taken images on their personal devices in line with school guidance, that they remove those images as soon as they are stored safely on a School device or drive and within 24 hours unless in exceptional circumstances.
- Staff should not make images of pupils available on the internet, other than through the School network/website and social media accounts, without permission from parents and senior teachers.
- Staff take reasonable steps to control the storage, use and publication of images of students.
- Images may be stored on any ICT related media as long as it is password protected and encrypted.

Access to images on the School network is only by authorised personnel.

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

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. The school may specifically request that parents refrain from photographing or filming certain events to avoid disruption. 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.

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 identify other pupils should not be made accessible to others via Social Media, 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 inform parents 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, in which case copies of the DVDs 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.

Professional Use of Images

Sometimes we invite professional photographers or the media to photograph/film students in order to mark:

- Significant achievements
- Successful team performances
- Productions or performances
- Special occasions or visitors

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.

Where practicably possible, the school will notify parents in advance when the media is expected to attend an event or school activity in which school pupils are participating, and will make every 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.

The media normally 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 no objection from the parents has been received.

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 staff.

Pupils are not allowed to bring cameras or filming equipment (including on mobile phones) into school. Mobile phones are to be left in the reception office in the morning and picked up at the end of the day.

Pupils may be given permission to bring cameras on school trips and educational visits. In these cases, 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 cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Data Protection Policy, IT Acceptable Use Policy or the school rules is always taken seriously, and may be the subject of disciplinary procedures.

Consider safeguarding risks as well as data protection

Even if you have consent to take and display images or other personal data about a pupil, it doesn't always mean you should.

Take into account:

- Pupils' ages
- The pupils' attire – we do not take photos of children changing or in swimwear.
- How sensitive the information is – speak to parents and carers about this if in doubt
- Whether the child is vulnerable – again, speak to parents and carers about this if in doubt
- Who else could see it - information displayed in corridors or assembly halls could be visible to third parties. Think about the sensitivity of any pupil information you're displaying, and whether anything could be misinterpreted or misused.

This is even more important when you're displaying data externally, like on the school website. A child's name featured on a school website or in a social media feed could come up in searches, so bear this in mind.

If in doubt consult the Prep Designated Safeguarding Lead.

Appendix: Parental Consent Form

PARENTAL CONSENT FORM

As part of the delivery of the curriculum at Quinton Hall School there will be occasions when your child will need to travel off-site. The correct level of adult supervision will always be provided.

Could you please tick the relevant boxes below to indicate your willingness or otherwise for your child to be:

Walked to local venues Yes No

Taken by coach/minibus to Games lessons Yes No

Taken in a car driven by a member of staff
(only in very exceptional circumstances) Yes No

Taken on public transport Yes No

There will also be occasions when the School may wish to publish, on its website or in other relevant literature, images of your child involved in School activities we do not associate full names with any such images. Please inform the School in writing if you do not wish such images to be used in this way.

Consent forms for one-off visits and matches are sent out separately.

There is a separate medical consent form.

There is a separate Internet User Agreement, which will be sent to you at the relevant time.

I understand that any agreements or otherwise made on this form will apply for the duration of my child’s education at Quinton Hall School; should I ever wish to make any changes to any of these details, I shall inform the School in writing.

Signed **Name (please print)**

Child’s name **Date**

References

[Information Commissioner's Office](#)

[ICO - Taking Photographs In Schools](#)

[Data Protection Act 1998](#)