



**QUINTON HALL**  
Preparatory School & Nursery

# **TAKING, STORAGE and USING IMAGES OF CHILDREN POLICY**

Owner	<b>AP</b>
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<b>Policy Approved By:</b>	<b>Date:</b>
Senior Management Team	<b>September 2019</b>
Full Governing Board	<b>November 2019</b>
Presented and Agreed by Staff	<b>December 2019</b>
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# **TAKING, STORAGE and USING IMAGES OF CHILDREN POLICY**

## **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 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 SchoolBase, 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.

## **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 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.

## **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, 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.

All staff are given guidance on the school's Taking, Storing and Using Images of Children 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.

## **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 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, 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.

### **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
- 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 your 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 Designated Safeguarding Lead.

**PARENTAL CONSENT**

Name of pupil (Block Capitals):	
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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.

We understand that if we wish to limit the use of those images we should contact Admissions' Officer in writing, as set out in the Policy.

We also agree to follow the guidelines set out in 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.

Signature\*.....

Print Name.....

Date .....

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

## **References**

[Information Commissioner's Office](#)

[Leaflet on taking photographs by parents](#)

[Data Protection Act 1998](#)

'The Key' [Taking and displaying pupil photos and information](#)