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# **Taking Storing and Using Images of Children Policy**

This Policy is intended to provide information to students and their parents, carers or guardians (referred to in this policy as "parents") about how images of students are normally used by Reddam House Berkshire ("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 students themselves, and the media.

It applies in addition to the school's parent contract, and any other information the school may provide about a particular use of student images, including e.g. signage about the use of CCTV; and more general information about use of students' personal data in the school's Privacy Notice. Images of students in a safeguarding context are dealt with under the school's relevant safeguarding policies.

## General points to be aware of

- Certain uses of images are necessary for the ordinary running of the school; other uses are in the legitimate interests of the school and its community and unlikely 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.
- Parents who accept a place for their child at the school are invited to indicate agreement to the school using images of him/her as set out in this policy, by signing a copy of the Acknowledgement and Consent Form and from time to time if a particular use of the student's image is requested. However, parents should be aware that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph).
- We hope parents will feel able to support the school in using student images to celebrate the achievements of students, sporting and academic; to promote the work of the school and for important administrative purposes such as identification and security.
- Any parent who wishes to limit the use of images of a student for whom they are responsible should contact the Head of School for their child in writing. The School will respect the wishes of parents/carers (and indeed students 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 students' own rights to have a say in how their personal information is used – including images.

## Use of Student Images in School Publications

- Unless the relevant student or his or her parent has requested otherwise, the school will use images of its students 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, students, staff, Governors and alumni) including by email, on the school intranet and 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 student'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 student's names and in some circumstances the school will seek the parent or student's specific consent, depending on the nature of the image or the use.
- In the Inspired Group publications as above, which may be displayed or distributed worldwide.
- The source of these images will predominantly be the school's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally students. The school will only use images of students in suitable dress and the images will be stored securely and centrally.

### Use of Student Images for Identification and Security

- All students are photographed on entering the school and, thereafter, at two-yearly intervals, for the purposes of internal identification. These photographs identify the student by name, year group, house and tutor group.
- CCTV is in use on school premises and will sometimes capture images of students. Images captured on the School's CCTV system are used in accordance with the Privacy Notice and CCTV Policy.

### Use of Student 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 students are participating, and will make every reasonable effort to ensure that any student whose parent or carer has refused permission for images of that student, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.
- The media often asks for the names of the relevant students to go alongside the images, and these will be provided where parents have been informed about the media's visit, and either parent or student has consented as appropriate.

### Security of Student Images

- Professional photographers and the media are accompanied always 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 students 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 students held by the school are kept securely on school systems and protected from loss or misuse. The school will take reasonable steps to ensure that members of staff only have access to images of students 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 Students, and on the importance of ensuring that images of students 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.
- Parents are asked not to take photographs of other students, except incidentally as part of a group shot, without the prior agreement of that student's parents and in the case of Middle and Senior School, the student.
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other students 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 or give verbal notice 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 students.
- 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 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 students taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

**Parents are reminded that the use of mobile phones and cameras is strictly prohibited in our Early Learning School and Reception classroom area.**

## Use of Cameras and Filming Equipment by Students

- All students 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 pastoral staff.

- 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 students in a manner that may offend, or cause upset.
- Students are reminded that photos/videos of other students or members of staff may not be taken without the permission of the subject. See Mobile Phone and Social Media Policy for more details.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's: Anti-Bullying Policy, Mobile Phones and Social Media Policy, Acceptable Use Policy for Students, Safeguarding Policy or the School Code of Conduct is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.