



Prior Park Schools

Policy on Taking, Storing and Using Images of Pupils

1. 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 photography, filming and moving images (referred to in this policy as ‘images’) of pupils are normally used by Prior Park Schools (‘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.
- It applies in addition to the school’s Parental Contract, and any other information the school may provide regarding a particular use of pupil images, for example signage relating to the use of CCTV; and more general information about use of pupils’ personal data, e.g. the school’s Data Privacy Notice.

2. 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 reasonable objections raised.
 - 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 Use of Images Consent Form. 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 pupil images to celebrate the achievements of pupils; 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 pupil for whom they are responsible should select Do Not Consent through the Parent Portal or contact Gerard Hickie, COO at Prior Park Schools, in writing. The School will respect the wishes of parents and indeed pupils themselves wherever reasonably possible, and in accordance with this policy.
 - Parents should be aware that, from the age of 13 and upwards, pupils have the right to have a say in how their personal information is used, including images.
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- Parents may withdraw consent at any time in the future, however withdrawal of consent will not necessarily mean that the school will not continue to process images of your child that are necessary for administration of the school, or separately consented by you and your child,

or where the school requires it and is otherwise lawfully entitled to do so. It may not be possible to change printed publications, such as annual magazines or prospectus, or third party publications (e.g. where the school has placed an advert or provided an image to a newspaper). Historic photographs will remain on our school website and school social media platforms.

3. Use of Pupil Images in School Media / Publications

- Unless the relevant pupil or parents have requested otherwise, the school will use the images of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:
 - In school photos, including individual, house, year and whole school. (Photos will be available to parents to purchase)
 - On internal displays, including clips of moving images, on digital and conventional notice boards within the school premises;
 - In communications with the Prior Park Schools' community (parents, pupils, staff, Governors and alumni) including by weekly email, on Parent Portal, by post and in the annual school publication;
 - On the school's website and, where appropriate, via the school's social media channels, e.g. Twitter, Facebook, Instagram, LinkedIn. Such images would not normally be accompanied by the pupil's full name (first name and surname) without permission;
 - In the school's printed literature and materials, e.g. Boarding Brochure, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupils' names, without permission. In some circumstances the school will also seek the parent or pupil's specific consent, depending on the nature of the image or the use.
- If the school names a pupil in text, we will not use an individual photograph of that pupil to accompany the article, without permission.
- The school may use group images, referred to collectively by Year, House or team or using very general labels, such as for school productions or school trips,
- Please note: websites and social media platforms can be viewed throughout the world and not just in the United Kingdom where UK law applies.

4. Use of Images for Identification and Security

- All pupils are photographed on entering the school and, thereafter, annually for the purposes of internal identification. These photographs identify the pupil by name, year group, house and tutor groups.
- 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 Privacy Notice.

5. Use of Pupil Images in the Media

- Where practically 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 reasonable effort to ensure that any pupil whose parent has refused permission for images of that pupil, 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 pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

6. Security of Pupil Images

- Professional photographers and the media are accompanied at all times by the 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 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 or pupils 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 Pupils, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

7. 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 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, expressly or not, identify other pupils should not be made accessible to other via the internet, for e.g. on social media - Facebook, Twitter, Instagram, 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 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 parents who does not follow these guidelines, or is otherwise reasonably felt to 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 (in some cases 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.

8. Use of Cameras and Filming Equipment by Pupils

- All pupils are encouraged to look after one another, 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 pupils in a manner that may offend or cause upset.
- The misuse of images, cameras and filming equipment in a way that breaches this Policy or the school's IT Acceptable Use Policy for Pupils is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

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