



# TAKING, STORING AND USING IMAGES OF PUPILS POLICY

*Reviewed and updated autumn 2023 | Next review autumn 2024*

## Introduction

This policy is intended to provide information to pupils and their parents or guardians about how images (including still photographs and video footage) of pupils are normally used by St Nicholas' School. It also covers our approach to the use of cameras and filming equipment at School events and on School premises by parents and pupils themselves. Images of pupils in a safeguarding context are dealt with under Keeping Children Safe in Education.

We hope parents and pupils will feel able to support the School in using pupil images to celebrate achievement, promote the work of the School and for important administrative purposes, such as identification and security.

The School has developed this guidance for the following reasons:

- To ensure that photographs are only used for the purpose intended
- To ensure that parents and pupils are allowed to opt out (unless in circumstances where the School is required to process personal data to fulfil the contract)
- To ensure that the inappropriate use, adaptation or copying of images is prevented

## Taking of Pupil Images

The source of images is predominantly the School's professional photo shoots for marketing and promotional purposes, or staff/pupil's photographs in relation to learning, School events, sports or trips, or local journalists attending an event. The School uses only reputable professional photographers/videographers and makes every effort to ensure that any images of pupils are held securely and responsibly. If a member of staff takes images for promotional purposes the equipment will be provided by the School and no personal devices will be used. As per GDPR, we may continue to use these photographs and videos after the pupil has left the School.

If the School hires a photographer/videographer for an event or photo shoot, the School will seek to keep children and young people safe by:

- Providing the photographer/videographer with a clear brief about appropriate content and behaviour
- Ensuring the photographer/videographer wears identification and is supervised at all times
- Not allowing the photographer/videographer to have unsupervised access to children

## Use of Pupil Images for Identification and Security

In order for St Nicholas' School to care for and ensure the safety of pupils, the School has a legitimate interest to process pupil images for identification and security:

All pupils are photographed on entering the School and thereafter, at yearly intervals, for the purposes of internal identification. These photographs are stored securely. Within the School's system, the photograph identifies the pupil by name, year group and form tutor group. Photographs of pupils may also be used in areas of the School including the staff room, to highlight pupils with health concerns. A document including photographs of pupils who may not wish to be photographed for marketing purposes, is circulated to staff to see and access.

### **Use of Pupil Images in School Publications**

Unless the relevant pupil/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);
- On the School's website and, where appropriate, via the School's social media channels, e.g., Facebook and Instagram. Such images would not be accompanied by the pupil's full name;
- In the School's prospectus, online, press and other external advertisements for the School. Such external advertising would not include pupil's full name.

The source of these images is predominantly the School's professional photographer 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. If a member of staff takes images for promotional purposes the equipment will be provided by the School and no personal devices will be used. As per GDPR we may continue to use these photographs and videos after the pupil has the School.

### **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 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 agreement from the parents has been received.

### **Use of Cameras, Filming and Audio Recording Equipment (including mobile phones) by Parents**

Announcements will be made prior to any School event, if it is not acceptable to take photographs, video or audio recordings of their children.

If permission is granted, parents and guardians may take photographs, videos or audio recordings of their children at School events for their own personal use (e.g., sports day).

## Recording of Events

The School records and live streams plays, concerts and other School activities (or engages a professional photographer or film company to do so). Videos can be published on the School's website and social media channels subject to any copyright issues

- If all parents have given consent for their child to be recorded, the video may be uploaded to our website. The School will send a secure link or secure login to allow the School community to view the video.
- If a parent has not given consent for their child to be filmed in an event, the School will not be able to upload the video on to our website.