



# GIGGLESWICK SCHOOL

## The Taking, Storing and Use of Images and Video of Children Policy

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## 1 THIS POLICY

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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 and video footage of pupils are normally used by Giggleswick School, Giggleswick Prep School, and Mill House Pre-School (collectively "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, pupils, staff, and the media. The aims of this policy are to:

- Promote safety and welfare and respect for others;
- Ensure a balance between privacy, creative self-expression and routine collating of information; and
- Comply with legislation and good practice.

This policy applies in addition to the School's Terms and Conditions, and any other information the School may provide about a particular use of pupil images/footage, including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, such as the School's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies. There is a separate, specific policy for the Early Years setting that relates to the use of mobile devices and images of children.

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## 2 GENERAL POINTS

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**No person should take images or video footage of children which:**

- **Might cause embarrassment or distress;**
- **Are associated with distressing or sensitive issues; or**
- **Are unnecessarily intrusive.**

However, certain uses of images and video 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/video 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/video of him/her as set out in this policy and from time to time if a particular use of the pupil's image/video is requested. However, parents should be aware of the fact that certain uses of their child's images/video 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 images/video to celebrate the achievements of pupils, such as sporting, academic, and in drama and music; 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/video of a pupil for whom they are responsible should contact the Deputy Headmaster (Senior School) or the Head of the Prep School in writing. The School will respect the wishes of parents/carers (and indeed pupils 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 pupils' own rights to have a say in how their personal information is used – including images and other media.

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### **3 USE OF PUPIL IMAGES IN SCHOOL PUBLICATIONS**

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Unless the relevant pupil or his or her parent has requested otherwise, the School will use images/video 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, 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, Facebook and TikTok; and
- in the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include a pupil's surname and in some circumstances the School will seek the parent or pupil's specific consent, depending on the nature of the image or the use.

The source of these images/video will predominantly be the School's staff, or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The School will only use images/video of pupils in suitable dress and the images/footage will be stored securely and centrally.

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### **4 USE OF PUPIL IMAGES/VIDEO FOR IDENTIFICATION AND SECURITY**

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All pupils are photographed on admission to the School and, thereafter, at regular intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group.

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 and CCTV Policy / any other information or policies concerning CCTV which may be published by the School from time to time.

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### **5 USE OF PUPIL IMAGES/VIDEO IN THE MEDIA**

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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 reasonable effort to ensure that any pupil whose parent or carer 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.

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## **6 SECURITY OF PUPIL IMAGES/VIDEO**

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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 and video 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 and video of pupils held by the School where it is necessary for them to do so.

Where school staff take images/video of pupils on their own electronic devices the images must be uploaded to a school social media site or to a school SharePoint or Teams site as soon as is practicable. The images/video must then be removed from the member of staff's device. If for any reason this is not possible the DSL must be informed. Images/video including groups of pupils taken on school trips or other activities, for example team photos or photos including well-known tourist attractions or memorable trips, may be kept by members of staff so as to provide a memento of the trip, as long as these images, or possession of them, would not constitute a child protection concern for the Designated Safeguarding Lead. Section 10 of the School's Staff Code of Conduct gives further guidance on the matter.

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## **7 USE OF CAMERAS AND FILMING EQUIPMENT (INCLUDING MOBILE PHONES) BY PARENTS AND GUARDIANS**

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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 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 (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 pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

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## **8 USE OF CAMERAS AND FILMING EQUIPMENT BY PUPILS**

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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 pastoral staff.

Pupils may only take images with cameras (of any sort) with the express permission of all those appearing in the image. All pupils must allow staff access to images stored on mobile electronic devices and/or cameras and must delete images if requested to do so. Rights to privacy must be respected and images which could be construed as indecent are prohibited. 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 or filming equipment in a way that breaches this Policy, or the School's Anti-Bullying Policy, Data Protection Policy, Online Safety Policy, IT Acceptable Use Policy for Pupils, Safeguarding Policy or the School Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.