Aysgarth School

Taking, storing and using images policy (including EYFS)

Responsibility of Jo MacLelland
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This Policy
Use of Pupil and Staff Images in School Publications
Use of Images for Identification and Security
Use of Images in the Media
Security of Images
Use of Cameras and Filming Equipment by Staff
Use of Cameras and Filming Equipment (including mobile phones) by Parents
Use of Cameras and Filming Equipment by Pupils

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 Aysgarth 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.
- This Policy also provides information about the recording of remote lessons that are taught by staff off-site using Google Meet.
- It 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, including e.g. signage about the use of CCTV; and more general information about the use of pupils' personal data, [e.g. the school's Data Protection Policy for Pupils and Parents].
- 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 school's parental contract. 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.
- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Admissions and Marketing Manager 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.
- From the age of 13 onwards, parents should be aware that the law recognises pupils' own rights to decide how their personal information (including images) is used.
- All lessons that are taught online, using Google Meet, **must** be recorded. The recording will be automatically added to the calendar entry and saved in Google Drive. If the lesson is in a 1:1 situation then an additional member of staff (ideally a line manager) should be invited to the lesson too.

Use of Pupil and Staff Images in School Publications

- Unless the relevant member of staff, pupil, or his or her parent, has requested otherwise, the school will use images of its pupils and staff 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 and Facebook. Such images will not be accompanied by the person'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 the person's 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 or staff in suitable dress.

Use of Images for Identification and Security

- All pupils are photographed for the database on entry to the school.
- All pupils are photographed termly for the "New Pupils" information handbook for staff. These group photographs identify the pupil by name, form/tutor group and paper copies are shared with all teaching staff.
- Some staff are photographed for the school website.
- CCTV is in use on school premises, and will sometimes capture images of pupils and staff. Images captured on the School's CCTV system are used in accordance with the school's Data Protection Policy.

Use of Images in the Media

- Where practicably possible, the school will notify staff and parents in advance when the media is expected to attend an event or school activity. The school will make every effort to ensure that any member of staff, or pupil, who has refused permission for images of that person to be made in these circumstances is not photographed or filmed by the media.
- The media normally asks for the names of the relevant persons to go alongside the images, and these will be provided when staff and parents have been informed about the media's visit and consent has been granted.

Security of 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 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 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 Policy on Taking, Storing and Using Images of Pupils and Staff, in the Teachers' Code of Conduct and on the importance of ensuring that images of persons are made and used responsibly, only for school

purposes, and in accordance with the school's policies and the law. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies.

Use of Cameras and Filming Equipment by Staff

- All mobile phones must be stored securely out of sight within the setting during contact time with children.
- Personal mobiles, cameras or video recorders must not be used to record pupils.
- Only school devices can be used to take photographs and record videos, at all times
- On trips, staff must carry school mobile phones. They may carry their own phones in bags and they must only be used in emergencies.
- All lessons that are taught online, using Google Meet, **should ideally** be recorded. The recording will be automatically added to the calendar entry and saved in Google Drive. If the lesson is in a 1:1 situation then an additional member of staff (ideally a line manager) should be invited to the lesson too.

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.
- 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 staff and other pupils, except incidentally as part of a group shot, without the prior agreement of that member of staff or 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 professionally (or engages a professional photographer or film company to do so), in which case copies of the DVDs and CDs 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 staff, parent or guardian.
- 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, IT Acceptable Usage Policy for Pupils, 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.

<u>THIS PART OF THE POLICY APPLIES TO AYSGARTH SCHOOL EYFS</u>

To ensure the safety and welfare of the children in our care this policy outlines the protocols for the use of personal mobile phones/devices and cameras in the EYFS setting at Aysgarth Prep School.

- Personal mobile phones and mobile devices cannot be used when in the presence of children.
- All mobile phones must be stored securely out of reach within the setting during contact time with children. (This includes staff, visitors, parents, volunteers and students).
- No parent is permitted to use their mobile phone or use its camera facility on their mobile phone whilst inside school buildings, in the swimming pool or around the grounds when children are present, with the exception of events as outlined below.
- Mobile phones must not be used in any teaching area within the setting or within the bathroom area.
- In the case of a personal emergency, staff should use the school telephone.
- It is the responsibility of all staff to make families aware of the school telephone numbers.
- Personal calls may be made in non-contact time but not within the teaching areas.
- Personal mobiles, cameras or video recorders should not be used to record classroom activities. School equipment should be used.
- Photographs and recordings can only be transferred and stored on a school computer/iPad or laptop before printing.
- All telephone contact with Parents/Carers should be made on the school telephone.
- On trips, staff may carry their own phones in bags but they should only be used in emergencies.
- In the case of school events, productions and sports days, parents/carers are permitted to take photographs and footage of their own child in accordance with

school protocols but we strongly advise against the publication of any such photographs on social networking sites.

- Most Pre-Prep events will be videoed/photographed by school staff, using school devices, and then made available to parents.