



Exeter School

Taking, storing and using images of children policy

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Taking, storing and using images of children policy

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 images of pupils are normally used by Exeter 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.

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 use of pupils' personal data.

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 any reasonable objections raised.

We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, academic and extra-curricular; to promote the work of the school; and for important administrative purposes such as identification and security.

By signing a copy of the school's terms and conditions and/or by granting photography and filming consent on the new parent form, parents who accept a place for their child at the school agree to the school using images of him/her for:

- use in the school's promotional material such as the prospectus, the website or social media;
- press and media purposes;
- educational purposes as part of the curriculum or extra-curricular activities

The school may seek specific consent from the parents before using a photograph or video recording of the pupil where the school considers that the use is more privacy intrusive. Where the pupil is 13 or over we may seek the pupil's specific prior consent in addition to or instead of the parents' consent. We would not disclose the home address of the pupil without the parents' consent.

Any parent who wishes to limit the use of images of a pupil for whom they are responsible should indicate so on the New pupil form. They may also wish to contact the Head's PA 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 13 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

3 Use of pupil Images in school publications

Unless the relevant pupil or his or her 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) 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 may be accompanied by the pupil's first name, but additional permission will be sought if the full name is to be used; and
- in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising may be accompanied by the pupil's first name, but additional permission will be sought if the full name is to be used.

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), a professional photographer used for marketing and promotional purposes, parents or occasionally pupils. The school will only use images of pupils in suitable dress and the images will be stored securely and centrally.

4 Use of pupil images for identification and security

All pupils are photographed on entering the school and, thereafter, at appropriate 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 policies concerning CCTV which may be published by the school from time to time.

5 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 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 full 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 always accompanied 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 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 of pupils held by the school where it is necessary for them to do so.



All relevant 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 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 the swimming pool, 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 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 made aware 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 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) must be in accordance with the school Rules and 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, 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.



9 Use of cameras and filming equipment by visitors other than parents

All visitors to the school are given a copy of the school's safeguarding leaflet and reminded not to take photos of children using their own phone or camera while on site.