



HOE BRIDGE SCHOOL

Taking, Storing and Using Images of Children Policy

Statement

Hoe Bridge School fully recognises its moral and statutory responsibilities for child protection and is committed to safeguarding and promoting the welfare of children and to acting in their best interests. Hoe Bridge School expects all staff, volunteers and parents and carers to share this commitment. Schools and other educational establishments have a duty to safeguard and promote the welfare of all pupils in their care. The school believes that safe and happy pupils make more successful learners and that all our pupils have equal rights to protection from abuse.

Hoe Bridge School has a number of policies and procedures in place to guide and support those who use ICT. We are mindful that technological safeguards go hand-in hand with promotion of best practice, responsible and appropriate usage and so these documents are intended to promote positive outlook and behaviour regarding responsible ICT usage and Internet safety.

It is the responsibility of all parts of the school community to ensure that the spirit of the procedures set out below is implemented. This policy applies to all members of the Hoe Bridge School community (including staff, students/pupils, volunteers, parents/carers, visitors, community users).

Hoe Bridge School seeks to implement this policy through adherence to the procedures outlined below. The school is committed to ensuring that the application of this policy is non-discriminatory, in line with the UK Equality Act (2010). Further details are available in the school's Equal Opportunities Policy.

The policy has been written with due regard to *Keeping Children Safe in Education (2016)*, *UK Safer Internet Centre: appropriate filtering and monitoring and guidance from National Education Network (NEN)*, *London Grid for Learning (LGfL)* and the *Information Commissioner's Office (ICO)* and the *NSPCC's guidance on using children's images for publication*.

This policy should be read in conjunction with the following policies:

- Anti-bullying
- Behaviour
- Code of Conduct – Pupils
- Confidentiality and Data Protection
- Equal Opportunities
- ICT Online Safety
- ICT Infringement
- ICT Strategic & Operational
- PSHE
- Pastoral Care
- Safeguarding

The policy is reviewed annually by the Assistant Head (Pastoral) or as legislation changes and events require. The next date for review is November 2019.

Procedures

Aims

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 Hoe Bridge 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, parent contract and any other information the school may provide about a particular use of pupil images (e.g. identification of pupils with allergies or medical conditions); and more general information about use of pupils' personal data (e.g. the school's Privacy Notice)

1. Points for general awareness

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.

Parents who accept a place for their child at the school are invited to indicate their agreement to the school using images of them as set out in this policy by completing a Video & Photo Consent Form (see Appendix A). 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 video footage or a photograph).

We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting and academic; 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 their child should complete the Video & Photo Consent Form provided in your Registration pack accordingly. New forms are available from the School Office and at Appendix A. 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.

2. 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) and 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, in the school's weekly Bulletin, 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 would not normally be accompanied by the pupil'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 pupil's names 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 will predominantly be the school's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The school will only use images of pupils in suitable dress and the images will be stored securely.

3. Use of Pupil Images for Identification and Security

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

Pupils' photographs are used by the school's Caterers and Matrons to help identify those at risk from serious allergies and/or medical conditions.

4. 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 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.

5. Security of Pupil 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 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 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.

6. Use of Cameras and Filming Equipment (including mobile phones) by Parents

Parents, guardians or close family members (hereafter, parents) may only take photographs (and where appropriate, video) of their own children taking part in school events, concerts, plays, etc when specifically given permission to do so by the event organiser. Parents are required to complete the relevant section of our Video & Photo Consent Form (See Appendix A) and adhere to the following guidelines:

- 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 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 consulted if it is intended to make such recordings available more widely.

7. 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) 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, Privacy Notice, eSafety 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.



HOE BRIDGE SCHOOL

VIDEO & PHOTO CONSENT FORM

This form is to be completed in conjunction with the School's policy on Taking, Storing and Using Images of Children, a copy of which is on our website (*About Us / Our Policy Documents*).

Pupil name(s): _____

Year Group(s) / Class(es): _____

Parents' names: _____

Please tick below as appropriate.

PUPILS' IMAGES RECORDED BY THE SCHOOL

We give our consent for our child(ren) to appear in videos, publications and photographs taken by the School in accordance with its Policy.

We do not wish our child(ren) to appear in school videos, publications or photographs.

PUPILS' IMAGES RECORDED BY PARENTS

We have read and agree to follow the guidelines set out in Section 6 of the School's Policy in respect of any video or photographs taken by us on school premises or at school events.

Signed: _____

Signed: _____

(Both parents to sign please)

Date: _____

Please return this form to Prep Reception / Pre-Prep Secretary, as appropriate for your child