



PUTNEY  
HIGH SCHOOL

GDST  
GIRLS' DAY SCHOOL TRUST

# Taking and Using Images of Children Policy

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## Taking and Using Images of Children Policy

### Introduction

This policy is intended to provide information to pupils and their parents about how images and recordings of pupils are normally used by Putney High 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 themselves, staff and all visitors to the school including contractors, visiting speakers 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 digital signage and more general information about use of pupils' personal data, as outlined in the school's Privacy Notice.

### Overview

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.

The school hopes parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting, academic, co-curricular and otherwise, 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 a pupil for whom they are responsible should contact the Headmistress in writing. The school will respect the wishes of parents (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy. Parents should be aware that, from around the age of 13 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used, including images.

### Use of pupil images in school publications

Unless the relevant pupil or his/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 alumnae) including by email, on the school intranet (Firefly) and by post;
- to share images and recordings of school events with parents and family of pupils on the school intranet;

- 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 pupils' 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 (where permitted by an appropriate member of staff). The school will only use images of pupils in suitable dress and the images will be stored securely and centrally.

### **Use of pupil images for identification and security**

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

### **Use of pupil images in the media**

Where practicably possible, the school will always notify parents when the media attends 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.

### **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 taking, storing, and using images, 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.

## Use of cameras and filming equipment by pupils

Pupils must not use their own personal devices (camera, mobile phone, or iPad) to take photographs or videos of other pupils or staff whilst in school without their permission. Pupils may use school equipment where they have been permitted by their subject teacher or the club/society coordinator.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to their form tutor or Deputy Head Wellbeing.

The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's Code of Conduct and Behaviour Policy, Pupil IT Acceptable Use Policies, GDST Safeguarding Procedures or the Senior & Junior School Rewards and Sanctions Policies, is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

## 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 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 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 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.
- Parents are reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts. The school will take reasonable steps to print a reminder in the programme of events where issues of copyright apply.

The school reserves the right to refuse or withdraw permission to film to 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 in appropriate images.

The school may record plays or concerts professionally (or engage a professional photographer or film company to do so), in which case digital copies may be made available to parents. 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 film equipment (including mobile phones) by staff (teaching and support)**

Where photographs are taken by staff to give evidence of pupil's progress or to record a trip or sporting event, staff should make every effort to use school equipment. If staff do use their own camera, mobile phone, or tablet there must be a justifiable and professional reason. Photographs/video must then be downloaded only onto school computers. Any images taken on a personal device must be deleted from the device and other data storage area (e.g., iCloud, Dropbox) as soon as possible. Photographs or video cannot be used or passed on outside the school.

When taking photographs in school, staff must:

- Be clear about the purpose of the activity and what will happen to the photographs when the lesson/activity is concluded
- Ensure that photographs are taken for valid educational purposes and, if in doubt, consult with their head of department
- Ensure that all images are available for scrutiny in order to screen for acceptability
- Be able to justify images of children in their possession
- Avoid making images in one-to-one situations
- Not have images of pupils stored on personal cameras, devices, or home computers
- Not make images of pupils available on the internet, other than through the official school network/website with permission from parents and senior staff.

## Related policies

GDST Safeguarding Procedures  
IT Acceptable Use Agreement – Junior and KS1 Students  
IT and iPad Acceptable Use Agreement - Senior School  
Junior School Rewards & Sanctions  
Safeguarding & Child Protection  
Senior School Rewards & Sanctions  
Staff Code of Conduct and Behaviour