

Policy for the taking, storing and use of images and video footage of children

**1. This Policy**

- 1.1 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 St Mary's School, Colchester ("the school"). It also sets out the school's approach to the use of cameras and filming equipment at school events, on the school premises by parents and pupils themselves and the media.
- 1.2 It applies in addition to the school's parent contract and any other information the school may provide about a particular use of pupil images, including, but not limited to, the signage about the use of CCTV, and more general information about use of pupils' personal data (including but not limited to the school's Privacy Notice). Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies.

**2. General**

- 2.1 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 are unlikely to cause any negative impact on children.
- 2.2 Parents who accept a place for their child at the school are invited to indicate their agreement to the school using images of him/her as set out in this policy, by signing the Pupil Image Permission Form within the Joining Pack. However, parents should know certain uses of their child's images may be necessary or unavoidable (for example, if they are included incidentally on CCTV).
- 2.3 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.
- 2.4 Any parent who wishes to withdraw consent to the use of images of a pupil for whom they are responsible should contact the School's Data Protection Manager

in the first instance. They should state the type of usage for which they wish to withdraw their consent and their reasons for doing so. The school will respect the wishes of parents (and indeed pupils themselves), but it should be noted that withdrawing consent at any point will not affect the lawfulness of any processing of any images conducted prior to the withdrawal of consent.

- 2.5 Parents should be aware that, from the age of 13, 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**

- 3.1 Unless the relevant pupil or his or her parent has withdrawn their consent, 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 (but not limited to):

3.1.1 on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;

3.1.2 in communications with the school community (parents, pupils, staff, Governors and alumni) including by email, on the school website and by post via newsletters for example;

3.1.3 on the school's website;

3.1.4 via the school's social media channels, e.g. Twitter, Instagram and Facebook;

3.1.5 in the school's prospectus and other school literature such as information booklets;

3.1.6 external advertisements for the school. Such external advertising would not normally include pupil's names and in some circumstances the school will notify the parent or pupil, depending on the nature of the image or the use of such image;

3.1.7 press releases and articles (online and in print);

3.1.8 on video sharing platforms such as YouTube or Vimeo using the School's private video sharing accounts.

- 3.2 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, or

occasionally by pupils themselves. The school will only use images of pupils in suitable dress.

#### **4. Use of Pupil Images for Identification and Security**

- 4.1 All pupils are photographed on entering the school and at intervals thereafter, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group.
- 4.2 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 school's Privacy Notice and the school's CCTV (Use of) Policy which may be published from time to time.

#### **5. Use of Pupil Images in the Media**

- 5.1 The school will make every reasonable effort to ensure that any pupil whose parent has refused permission for images of their child to be taken, or the pupil themselves have refused permission (provided such pupil is or is over the age of 13), are not photographed or filmed by the media.

#### **6. Security of Pupil Images**

- 6.1 External 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.
- 6.2 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.
- 6.3 All staff are given guidance on this Policy and on the importance of ensuring that images of pupils are made and used responsibly, in accordance with school policies and the law.

#### **7. Use of Cameras and Filming Equipment (including mobile phones) by Parents**

- 7.1 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:

- 7.1.1 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, unless informed otherwise.
- 7.1.2 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, for example, the internet, or published in any other way.
- 7.1.3 Parents are reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts.
- 7.1.4 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.
- 7.2 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.
- 7.3 The school sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case 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.

## **8. Use of Cameras and Filming Equipment by Pupils**

- 8.1 All pupils are encouraged to look after each other, to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff.
- 8.2 The use of cameras or filming equipment (including 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 be inappropriate, offend or cause upset.
- 8.3 The misuse of images, cameras or filming equipment (including mobile phones) in a way that breaches this Policy, or the school's Anti-Bullying Policy, Data Protection Policy, ICT/e-Safety Policy, Acceptable Use Agreement,

Safeguarding Policy or the Behaviour Policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

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